



- Reduce production and distribution costs
- Reduce queue congestion
- Reduce ticket loss and touting
- Instant guaranteed delivery
- End-to-end tracking
- Increase sales
- Sell unsold inventory
- Include ticket holders' photo

instant, secure, cost-effective ticketing.

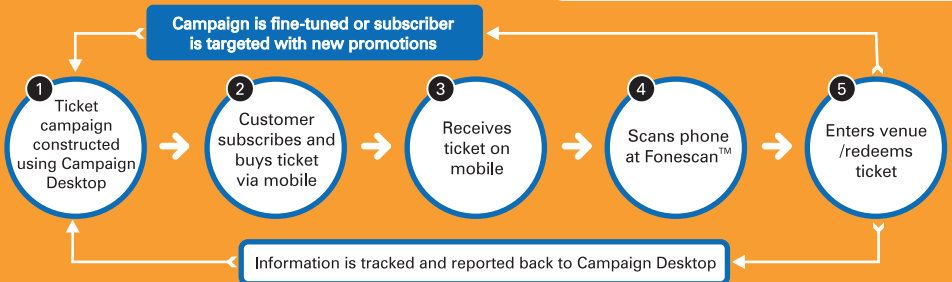


Any mobile phone user can now order, purchase and receive mobile tickets via their handset—making it easier and cheaper to promote, administer and monitor access to travel, cinema, sport and concert venues—in fact anywhere a traditional paper ticket is typically used.

Mobile tickets contain the branded logo of the promoter, a text message containing the ticket details, and a unique two-dimensional, data-rich barcode, which is scanned when redeeming the ticket.

Ticket campaigns can be constructed in minutes using Trinity's Campaign Desktop, which administers and monitors ticket distribution and redemption, as well as payment if required. Full integration with existing software platforms is also possible.

Subscribers can purchase, receive and redeem the ticket using their mobile phone. Redemption is executed by scanning the phone at a Fonescan™ point and, if necessary, by entering a PIN when added security is needed. You're then free to target the subscriber with future promotions—finally providing the elusive solution for harnessing the power of the mobile channel.



Redeeming mobile tickets is easy and 100% accurate

Subscribers validate tickets by scanning the barcode directly from their mobile phone using Trinity Mobile's innovative Fonescan™ unit.

Fonescan™ is easily installed at any location or venue—either as a standalone, or fully POS integrated unit. Tickets are validated online using a GPRS or LAN connections.

It couldn't be simpler for the promoter or the user.



Tracking and monitoring your ticket promotion

All the information on tickets that have been sent and redeemed, and all subscriber text messages and responses are held within the Trinity Campaign Desktop.

Every piece of information can be used for analysis and reporting through a series of standard and custom reporting options. All information held on a subscriber and the results of any report can be used for targeting and selecting subscribers for new ticket campaign or other associated promotional offers.

A user ID, a password, and an internet connection is all that's required to access the Campaign Desktop. Interfaces to external applications make it easy for any venue, brand, retailer, promoter or technology partner to start mobile ticketing. The system can be fully integrated into your existing platform if required.

The Trinity mobile ticketing solution is geared towards fast delivery and response to messages.

This whole solution ensures the Trinity Mobile experience provides the highest level of subscriber acceptance and satisfaction.

mobile ticketing in action...



For more information on mobile ticketing or any of our other mobile marketing solutions, please call 0207 520 9296, e-mail sales@trinitymobile.co.uk or visit us at www.trinitymobile.co.uk

