



beep.nl – Mobile tickets for cineasts

Providing mobile ticketing significantly increases customer convenience and yields cost savings in distribution and administration at the venue.

GAVITEC

 mobile digit

A NEOMEDIA TECHNOLOGIES COMPANY

beep.nl, the leading provider of mobile tickets in the Netherlands, integrated Gavitec MD-20™ at the point of entrance to permit quick and easy access to the cinema using a mobile phone as admission ticket.

Project

beep.nl offered customers the chance to order movie tickets for the Royal cinema in Echt as well as for the Apollo and Delfia cinemas in Delft, and to pay for and receive the tickets on their mobile phone anytime and anywhere. To improve customer service by reducing queue times at the entrance, providing easy and quick access to the cinema, Gavitec MD-20 scanners were integrated in the access control systems.

Technology

Once movie tickets were ordered from home via the beep.nl Internet portal or via a text message wherever the customer happened to be, a two-dimensional code in the form of a picture message appeared on the customer's mobile phone. The 2d-code (Data Matrix) contained all the information needed to permit easy access to the cinema. The only requirement is that the mobile phone supports MMS, Picture SMS or EMS.

Cinema admission

At the cinema entrance, the customer presented the Data Matrix code to the integrated Gavitec MD-20, where it was scanned and the purchase data checked. Once validated, access was granted.

Further applications

The Gavitec MD-20 scanners can be integrated into any access control system and used for all sorts of tickets, such as admission tickets, transport tickets, vouchers and coupons. Please contact us so that we can help you to individually customize this solution to fit your specific needs.

