

M-TICKETING CINEMA



BUYING THE TICKET: VIA WEB OR CALL CENTER

RECEIVING THE TICKET: VIA EMAIL AND MOBILE (SMS)

OBJECTIVES:

- ✓ Offer an innovative service to challenge competitors
- ✓ Invest in mobile technology to streamline cinema entry process and reduce costs
- ✓ Encourage and reinforce on-line sales and create a new image for the portal
- ✓ Track customer behaviour

CODILINK SOLUTION:

- ✓ Integrate with Cinépolis existing on-line/call centre sales infrastructure
- ✓ Generate a unique 2D Barcode for each sale, embedding all purchase data inside
- ✓ Provide a system to control data and avoid fraud
- ✓ Equip cinemas with readers able to redeem tickets and control access

RESULTS:

- ✓ 257 installed readers to date, 650 planned during Q1 2008
- ✓ 44 cinemas operating across Mexico
- ✓ Over 35,000 tickets generated, with an average of over 5000/month
- ✓ 65% of people who use Cineticket opt for the 2D codes as their preferred delivery method

CINETICKET
SPECIAL QUEUE

TICKET SCAN AND
VERIFY

