

First Cinema in Singapore to launch Mobile Ticketing Service *Earth Day launch to champion move towards paperless ticketing*

Singapore, April 21, 2010 – Golden Village Multiplex will be launching its mobile ticketing system tomorrow, on Earth Day, as part of its green efforts towards becoming more paperless. A first for Singapore, the ticketing system is available to any mobile telephone that supports short message service (SMS).

Called, the GV Mobile Ticket, the electronic movie ticket is sent to the patron's mobile phone via short message service (SMS), within 30 seconds of a booking made online. The GV Mobile Ticket contains a unique alphanumeric code complete with booking details. The patron needs to only scan the code into the mobile ticket kiosk at the entrance of the Cinema to get in, eliminating the need to queue at the box office.

“We are continuously looking towards ways of making it easier for patrons to buy tickets and to avoid the box office queue. It has been quite some time that we have been working towards paperless ticketing and it is timely for us to be able to rollout the system on Earth Day. We do hope that our patrons will support us towards this green cause in reducing the need for printed ticket stubs,” said Mr David Glass, Managing Director of Golden Village Multiplexes.

This paperless ticketing solution was developed jointly with Venture Corporation Limited, a leading electronic services provider. The solution leverages technology from bCODE, a leader in mobile coupon, ticketing and affinity platforms based in the USA.

Movie goers at GV multiplexes will no longer need to queue at the Box Office to collect their tickets. With the GV Mobile Ticket, the following three easy steps are all that is needed:-

Step 1: Retrieve the mobile ticket from your mobile message inbox

Step 2: Use your mobile phone to scan the code into the mobile ticket kiosk

Step 3: The mobile ticket kiosk validates the ticket, and permits entry into the cinema hall

"The GV Mobile Ticket project demonstrates Venture's commitment in introducing innovative solution to customers. A good solution need not be complex. Using proven technologies, including SMS and optical character recognition (OCR), we created a compelling solution for GV," said Mr Han Jok Kwang, Chief Information Officer of Venture Corporation Limited.

The GV Mobile Ticket is currently available for bookings made on the internet, for movie sessions screened at GV Plaza Halls 1 – 6. A convenience fee of \$0.80 per transaction applies to all GV Mobile Ticket bookings, in addition to the \$1 booking fee for bookings made online.

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