

Ticketing Technology

Mobile Ticket App

Steve Nutt

888-206-6374 ext 7

steve@mobileticketapp.com

Ticket Technologies

- * SEO Websites
- * Advanced Seat Maps
- * Social Media
 - * Twitter
 - * Facebook Pages
 - * Giveaways
 - * Email Campaigns
 - * Listing Tools
 - * Mobile
 - * Look around the exhibit hall

Websites

- * Ticket Platform
- * ATBS
- * Custom Built

Mobile Industry

- * Mobile Sites
- * Apps – Native Software on the phone
 - * iPhone
 - * Android
 - * Other Devices
 - * Windows 7
 - * Black Berry
 - * iPad
 - * Tablet

Mobile Statistics



Amazing Growth

What's Your Mobile Sales Strategy?

13 Billion Apps Downloaded to date
30 Billion App Downloads Projected by 2012
70 Billion App Downloads Projected by 2015

iPhone and Android Devices Worldwide



Why Enter the Mobile Economy?

- Fastest growing form of personal spending
- iPhone, Android, iPad and Tablet users have more disposable income and more leisure time

Google Android Activations Hit Spectacular 500,000 A Day, Leaving Apple In Dust

Henry Blodget | Jun. 28, 2011, 8:42 AM | 9,154 | 85

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A A A

Google's Android boss, Andy Rubin, just said that an astounding **500,000 new Android-powered phones and tablets** are now being activated each day worldwide.

More amazing, this number is growing at **4% per week**.

This leaves Apple in the dust.

Last quarter, Apple sold about **19 million iPhones**, for a daily activation rate of about 210,000.

If one includes iPads and iPod touches in the calculation, Apple's activation rate




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6 Reasons You Need a Mobile Strategy



1 of 7

The Facts

Let's face it. Mobile devices have drastically shifted the online landscape to the point that in 2010 more than 50 percent of all Internet access was being done via handhelds of some sort. About 45 percent of mobile owners are using their devices to download social networking apps. In fact, 35 percent of Android and iPhone owners in the U.S. use apps such as Facebook before getting out of bed, according to a recent survey conducted by telecommunications equipment vendor Ericsson.



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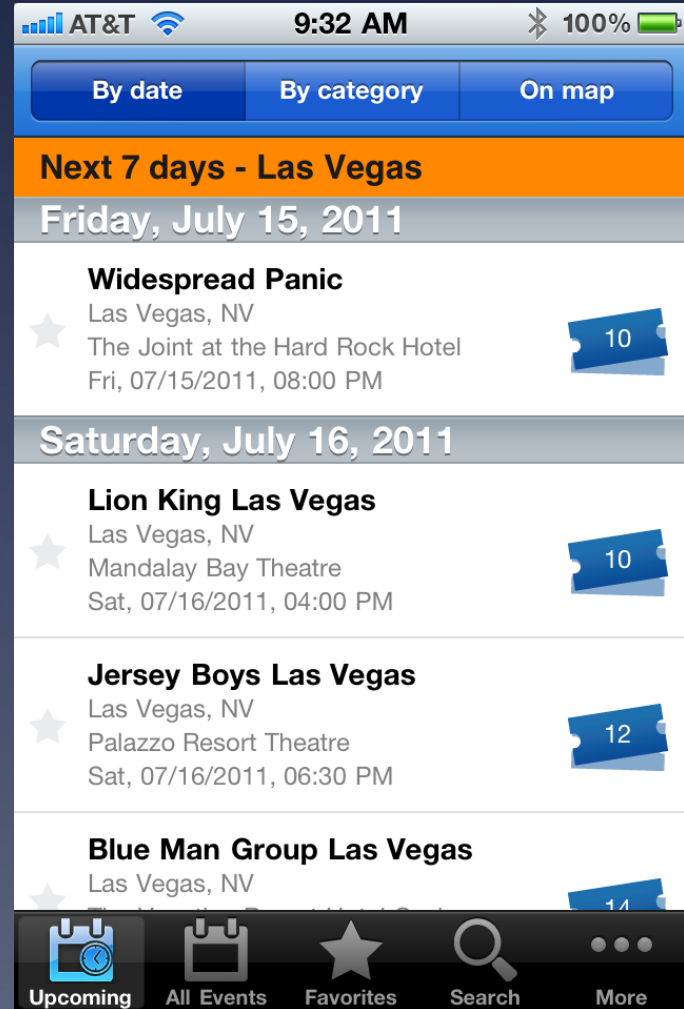
Quotes

- * "If your business is not mobile now, it will be soon – or you will lose market to those business that are." – Apmuse.com
- * "You can't do today's job with yesterday's methods and be in business tomorrow" – Very Smart Unknown Author
- * "24% of the U.S. adult population actively uses apps" - Mashable

Quotes

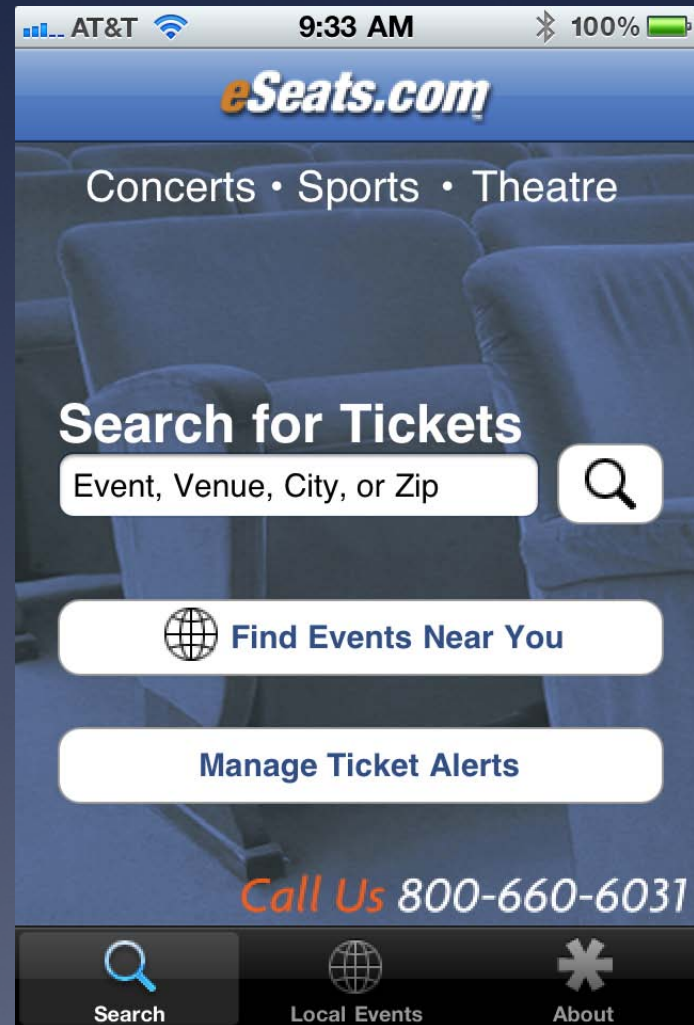
- * “Mobile apps users tended to be younger, male, more educated and more affluent compared to the rest of the population” –Mashable.com
- * “Internet Traffic on Mobile Devices will increase 26 Fold by 2015” – Cisco
- * “The fastest growing form of personal spending is through mobile devices” - Wired

StubHub



eSeats

* Self Built



Tickets on the Fly

* Mobile Exchange

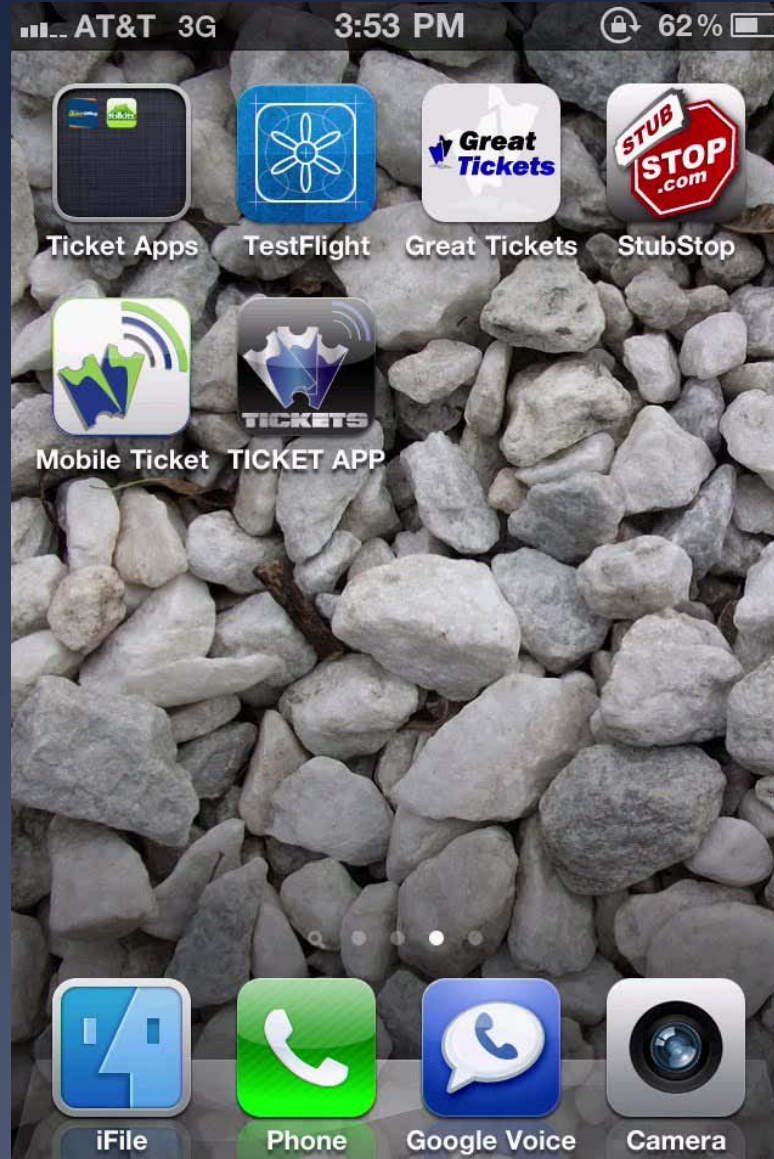


Mobile Ticket App

- * Your App, your brand, your colors, your clients
- * Uses retail buyers location to serve information
- * Allows for search
- * Any ticket on your website, price, inventory
- * “Sticky” for a retail buyer
- * New Features for MTA 2.0
 - * Push Marketing
 - * Analytics
 - * Show Me

Demo

Push Marketing



Contact Information

- * Steve Nutt
- * 888-206-6374 ext 7
- * steve@mobileticketapp.com
- * www.mobileticketapp.com