Beep!
Netherlands Electronic Ticket Provider

Fake-Proof Electronic Ticketing with 2D Barcodes from TEC-IT

Beep!, the leading digital ticket provider in the Netherlands, uses TEC-IT bar-coding technology

What is Beep!

Beep! is the market leader in the Netherlands in the field of mobile ticketing (your ticket on your mobile phone).

Beep! is the only party in the Netherlands and even in the world, with a direct application for the technology of "mobile ticketing". Via the ticket platform **www.beep.nl** the consumer can directly obtain tickets for any kind of event like cinema, concerts or amusement parks.

2D Barcodes from TEC-IT

Electronic tickets are sent to the consumer's mobile phone via SMS. This SMS contains a 2D DataMatrix bar-code. The barcode contains all the necessary information to grant the ticket-holder access to the event via automated access gates equipped with a barcode-scanner.

TEC-IT (**www.tec-it.com**) was chosen by Beep! as technology provider for generating the required bar-codes on Linux based servers. The utilized DataMatrix symbology is ideally suited for encoding a high amount of data (ticket data along with security information) and can be displayed easily on current mobile phone models.

Beep! Consumer Benefits

The consumer benefits from various advantages using the electronic ticketing system: fast and easy ticket requests via the Internet or via a mobile phone, convenient payment, guaranteed tickets and avoiding long queues at ticket outlets.

Organizer Benefits

Event organizers take advantage of lowered transaction costs, partial pre-financing of the events and – probably most important - completely eliminating the possibility for faked tickets.

Beep! can also be used to send gift vouchers and discount coupons (e.g. as part of loyalty programs) and makes it easy for organizations to mount promotion campaigns quickly.

Conclusion

The Beep! platform and 2D barcode technology from TEC-IT form an ideal stepping stone in the further development of mobile authentication, mobile authorization and mobile CRM services. The platform is perfectly suited for maintaining a close relationship with consumers – via their mobile phone.

More information regarding Beep!

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TEC-IT Datenverarbeitung GmbH, based in Steyr (Austria/Europe) is the technology leader in 2D barcode software. Check out **www.tec-it.com** for more information regarding TEC-IT products and services.