

## iziSHOP Offers Events Tickets via Mobile Phone

**Budapest, August 30, 2007. – From September, all theatre, concert and sports tickets available through InterTicket can be purchased via mobile phone, using Hedz Ltd's mobile store, iziSHOP.**

Fans of theatre, concerts and sports events can now purchase from the country's premier online ticket office, InterTicket, via their mobile telephones. iziSHOP's ever-broadening palate of services now offers this service, which is a distinct advantage for those who don't have easy internet access, yet would like to purchase tickets without waiting in long line-ups. "iziSHOP is a great solution for those who would like to choose and purchase tickets in an unlimited manner with a user-friendly, mobile service provider-independent system," commented Ervin Jobbagy, manager of InterTicket Ltd.

The iziSHOP application becomes part of the mobile telephone's menu and provides the shopper with a practical search program through which one can choose from several thousand events and immediately purchase the tickets too. "From now on, whenever someone sees a poster advertising an event, if the iziSHOP logo is on the poster, then in a matter of minutes they can actually purchase the tickets via their mobile phone," explains Sandor Fejes, managing director of Hedz Ltd., the company which developed the new services offered through iziSHOP. In contrast to other mobile purchasing services, iziSHOP payments are made by Visa or Mastercard bank cards, which offer a higher shopping limit and greater security, and do not affect the user's pre-paid calling card or telephone account. Inter-Europa Bank is the banking partner involved with the transactions. Tickets purchased through iziSHOP can be picked up at the event's ticket office, immediately before the event, using the code that was sent to the mobile telephone.

In order to use iziSHOP, a single download of a Java application is all that is necessary. The process takes only 1 or 2 minutes and is available on both Hungarian and foreign mobile telephones (for more information: [www.izishop.hu](http://www.izishop.hu), wap.izishop.hu). At present, iziSHOP is accessible in Hungarian, English and German and can be used to pay for medical visit fees and highway vignettes, as well as purchasing event tickets, although the palate of available services is continually broadening. All purchases made through iziSHOP are free of service charges.

### **Hedz Hungary Ltd. – [www.hedz.hu](http://www.hedz.hu)**

Hedz Ltd. is a software technology company that has specialized in the development of mobile payment and mobile banking applications. Hedz offers public utilities, banks and other services the opportunity to increase their effectiveness through the creation of mobile telephone-based electronic channels. The company's primary products for banks include the HMB mobile banking system and the strengthened authentication program iziSEC. Public utilities can make use of moBill, a system for paying bills via mobile telephone and iziSHOP offers a unique service in Europe, whereby shoppers can purchase travel and entertainment services over their mobile phones, while paying by bank card.

### **Interticket Ltd. – [www.interticket.hu](http://www.interticket.hu)**

Interticket is Hungary's leading electronic ticket agency. They offer tickets for events at most of the Hungarian theatres, concerts, festivals and numerous football stadiums too. All ticket offices as well as their electronic services offer their full range of available tickets. On-line shopping is available through their internet site, which has been functioning for several years, as well as via mobile phone, using technology developed by their partners whereby tickets can be reserved and paid for instantly.

### **Inter-Europa Bank – [www.ieb.hu](http://www.ieb.hu)**

Inter-Europa Bank is a bank group member of Italy's leading banking institution, Intesa Sanpaolo. Last year, the bank won the Year's Most Innovative Bank and the Year's Investment Broker titles. Inter-Europa Bank has played a leading role in the development and support of the e-business market in Hungary. In 1999, it was the first bank to offer safe, online payment transactions, which provides the framework for the largest, local e-businesses services.

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