



**MegaTix**

A Revolution in The world of  
Tickets Sales & Distribution

An Extensive Solution for  
Operating, Selling, Charging and Managing Tickets Distribution.

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# MegaTix System

## A Revolution in the World of Tickets Distribution

It's not a secret that every technological revolution is divided by those who have difficulties in adapting to the rapid changes, and those who adapt quickly, rush forward and conquer new territories while gaining higher profits.

### *The future is here*

Imagine a world where the customer, an industry worker, has ordered theater tickets from home through the internet, then, on his way to work orders tickets for a football game through an interactive phone ordering system. At the entrance to the factory, he passes by a **MegaTix** tickets ordering and issuing station, connected by cellular data communication to the company's servers. The customer inserts his credit card into the machine's slot and immediately gets secure printed tickets for his theatre and football orders. Similar stations are deployed all over the country, including the entrance to the theatre and the gates of the football stadium. The customer can choose to receive his tickets at every station.

These scenarios and many more became possible by implementing and deploying The **MegaTix** System

Imagine a world where the manager of a tickets distribution company is leaning back comfortably in his armchair while receiving continues data regarding real-time tickets sales through a variety of selling channels, including specific information about sales volume to special populations. When demand is high the manager can contemplate on adding new events and announcing presales to potential customers through email newsletter and cellular phone SMS messages. The manager can watch the rate of sales to consumers' clubs, workers' unions and similar organizations, and reallocate preserved tickets based on real-time data.

Imagine a world where an amusement park manager ceases selling tickets through his box offices. Instead, he deploys automatic selling channels, an internet commercial web site, an interactive voice response system by phone and special tickets selling and printing stations (which also receives currency and dispatches change). The park customer can issue tickets from hundreds of cellular stations deployed all over the country and at the entrance to the park. The park manager saves all the operating costs involved in manned tickets vending.

### ***The road leading to the development of MegaTix system***

ICMega LTD is a leading software company specializing in creating and implementing management and operations solutions for consumers' organizations, focusing on electronic trade. For over three years, the company implements advanced technology to create immediate substantial reduction in operations costs, increased profit and a dramatic upgrade of service quality.

While constantly facing customers' needs for:

- Higher level of service;
- Increased profits;
- Reduction in operations costs;
- Improvement in services availability to a level of 24 hours a day
- Continues adaptations of proven advanced technologies,

The company initiated and developed the **MegaTix** system.

The **MegaTix** System combines a sophisticated electronic trade system controlling multiple selling channels and a unique cellular secure tickets printing station, for giving **an overall solution** for all kinds of customers that deal with selling and distributing tickets.

In the near future, the company is about to deploy a network of hundreds of **MegaTix** stations throughout Australia. The company, as the owner of the stations, will give services to hundred of clients in the tickets selling and distributing market, while The company's profit will come as a percentage of the client's turn-over income.

Just as the benefit of a telephone network raises when more users utilizes telephones, so shall **MegaTix** network become more valuable as a greater number of clients will implement and deploy **MegaTix** stations nationwide.

The **MegaTix** system gives a solution for any kind of business including:

- Large industry workers' unions
- The largest consumers' clubs in Australia
- Nature parks and camping sites
- Amusement parks and outdoor tourism sites
- Major tickets Distribution offices
- Museum and urban tourism sites
- Music halls, symphonies and orchestras
- Sports teams and stadiums
- Exhibition and conferences halls
- Cinema and theatre networks

The company plans to offer **MegaTix** services and utilize systems for almost every major player at the Australia tickets distribution market.

## Why does the world of tickets distribution need the **MegaTix** system ?

The company provides powerful tools to every major player at the tickets distribution market. The system is designed to offer an extensive solution to a wide array of specific market needs and known difficulties.

According to the company's business model, the **MegaTix** system, with all its features and abilities, will be given at minimal costs as a service to the company's clients.

The company's profit is based on a commission of a percentage out of its clients' volume of trade. In such a way, the company becomes a partner of its clients' success and constantly operates to improve the system and to develop new features which will benefit its clients and will lead to decreased costs, increased profits and growing success.

This example, with minor adjustments, will demonstrate the benefits in implementing **MegaTix** system for every client who operate at the tickets distribution market.

The best way to present the great advantages of **MegaTix** System is by a demonstration of the difficulties and special needs of a tickets distributing company and then show how the implementation of **MegaTix** system will radically improve the company's activities in a multitude of ways and directions.

- **Demonstration** -

### Implementation of **MegaTix** system for tickets distributing and marketing company

Without getting too deep into technical descriptions, I would ask you to imagine the following circumstances:

**Epilog LTD.** is a tickets marketing and distributing company. The company has several manned box offices located in major cities throughout the state.

The company sells a great variety of tickets, among them, amusement parks tickets, tourists' attractions, theatre, comedy clubs and sports events. In addition, the company produces shows and concerts, and markets the tickets for such events.

A great percentage of the company's turn-over comes from distributing subsidized tickets for workers unions and consumers clubs. In those cases the relevant organization collects tickets from the company and sells them in subsidized price for its members. Unsold tickets are returned to the company to be sold at last minute prices.

### ***The company's working methods:***

#### ***Prior to MegaTix System Implementation***

The tickets inventory is divided between the company's manned box offices. The company employs a crew of deliverers who deliver tickets from post to post, on a daily basis, according to local tickets demand and inventory needs.

The company's clients can choose between purchasing tickets in one of the following methods:

- Physical arrival at the company's local box office.
- Making a phone order and receiving the tickets by mail.

When the tickets are ordered by phone, the purchasers are requested either to arrive to a nearby box office and collect the tickets by hand or to receive the tickets by mail and pay an extra commission for delivery.

In certain cases, the company enables the tickets purchasers to receive the tickets on the evening of the show at the theatre box office. In such cases, the company prepares a list of purchasers and inserts the tickets to envelopes with the purchasers' names. On

the evening of the event, the company sends representatives with the envelopes to deliver the tickets to the purchasers. This method is usually followed by a great number of complaints as a result of long delays at the queues and human mistakes.

In practice, the process of manual inventory management causes errors and monetary losses in the sum of aprox. 5% of the inventory value and requires operating a support center to deal with repeating problems.

### ***Some of the company's major problems and difficulties***

- **Constant Losses as a Result of Manual Inventory Management**

Daily losses as a result of human errors and the costs of physical tickets count and supervision, while constantly facing inventory mismatch and monetary deficits.

- **Lost income as a result of inefficient inventory management**

Daily loss income as a result of running out of tickets in some manned box offices, while other box offices still obtain inventory. Such loses include the costs of running deliverers service which is required for dividing tickets inventory between offices and for returning unsold tickets to suppliers.

- **Constant loses as a result of tickets losses**

Constant losses resulting from a known disease of the tickets distribution industry. The company is constantly fighting the disease of losses caused by unauthorized distribution, thefts, tickets losses and human errors. The company is trying to decrease it's losses but it's powerless to eliminate the disease as the nature of the business requires dealing with large masses of tickets during short periods of time.

In practice, the procedure of manual tickets preparation for mail delivery cause loses of about. 2-5% of the tickets involved (depending on the employees skills) as a result of sending extra tickets, missing tickets and mistakes in the delivery details and address.

- **Tremendous Expenditures due to Costs of Mail Delivery**

The company absorbs a substantial part of the tremendous mail delivery costs. Mail delivery cost includes the costs of mail preparation, mail delivery and mail insurance.

- **Limited and Inefficient Customers Service**

Limited and inefficient customers service as a result of unavailability during peak hours and long delays in queues at the company's box offices or by the theatre box office on the event's night.. Repeated inconveniences and extra costs for all customers whom are required to arrive to the company's box office or pay an extra commission for mail delivery.

- **Limited and Complicated Sale Methods to Large Organizations**

Some of the largest customers for leisure and cultural products are large organizations and workers' unions who purchase large volumes of discounted tickets. Those organizations usually get discounted prices and subsidize part of the tickets price for their members.

Marketing discounted tickets for large organizations requires applying an information system which can identify the organization's members, deal with specific member's entitlement criteria and support special accounting methods.

- **Constant Losses as a result of Inefficient Allocating Methods**

Generally, a large percentage of the tickets inventory is allocated for various organizations, such as: large corporations, workers unions, consumers clubs, etc. The company delivers the tickets to various organizations to be sold to their members at discounted prices. The unsold tickets are returned to the company a short period of time before the event's date and sold at last minute prices to the wide audience.

- **Losses Caused by Forgery and the Costs of Fighting It**

Frequently, the company encounters fake tickets and imitations. Therefore, the company spends a great sum of money on high quality tickets print.

- **High Costs for Limited Communication with Customers**

The company has a very limited way of updating her customers about special sales and presales or unexpected schedule changes (such as: actor's illness). In such cases the company can call the customers by phone or settle for newspaper advertisement while facing the uninformed clients rage.

- **Limited Ways to Insure Level of Service and Resolve Problems**

The company invests a lot of resources to insure the quality of the service given at her manned box offices. Due to human nature the company has to recruit extra manpower and to operate backup systems in order to cope with unexpected problems.

- **Constant Loses and Lost Income as a result of Limited Command and Control Capabilities**

- What happens over each selling channel ?
- What is the current status of cash flow ?
- How many tickets are being sold right now at different locations ?
- What is the rate of sales to special populations such as large organizations ?
- What is the inventory status ?
- Which events are about to run out of tickets ?

Today, All such details are based on constant assessments.

The company has no true possibility to react on real-time data and has to settle with unfocused attempts.

**MegaTix System**

**is especially designed to solve all those problems !**

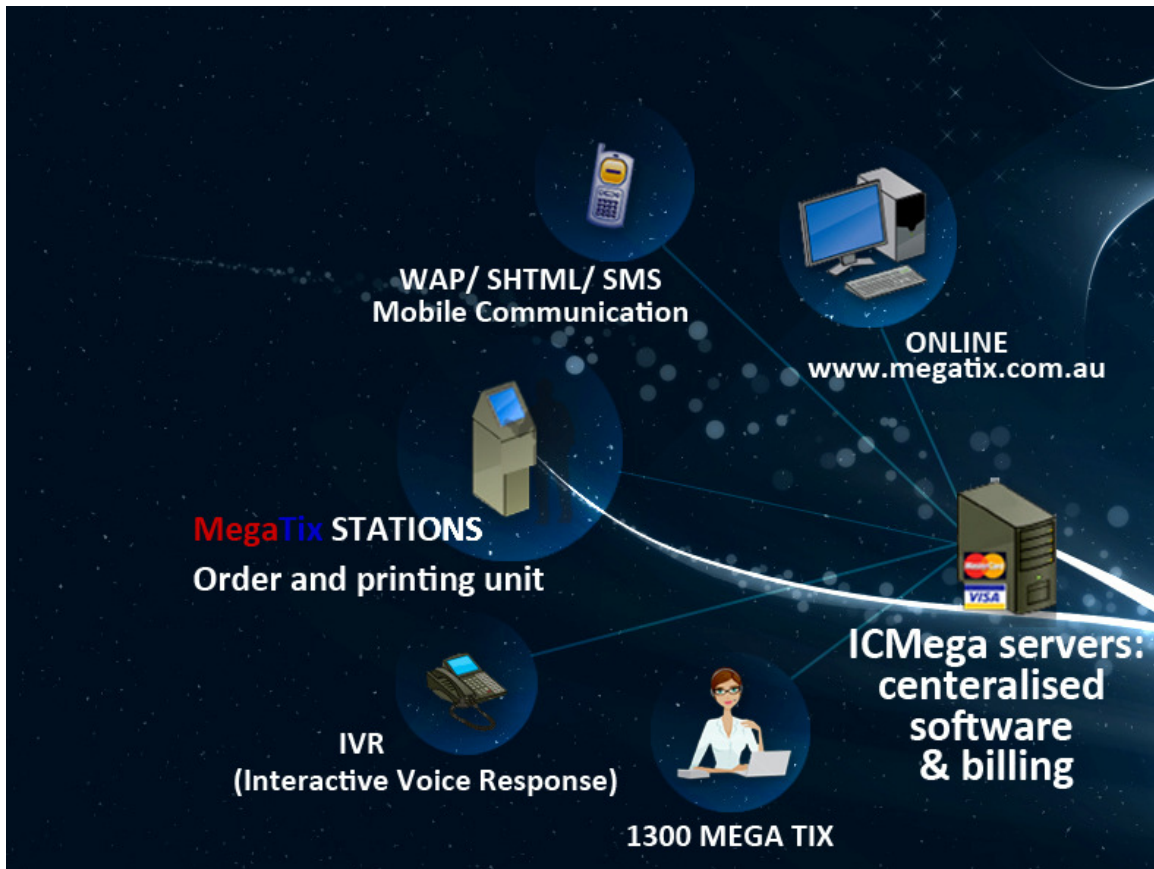
***The company's working methods:***  
***After MegaTix System Implementation***

As soon as the information about a new product (such as a new show) is entered to the system, The product is published in all marketing channels and the product's inventory is available for ticket purchases on every selling arm.

The information about the company's products is published in several channels at once (while setting up the information is done over a central unified database). The clients can choose to purchase tickets from a variety of selling channels:

1. **Internet and/or Intranet** – purchasing tickets over the company's commercial Internet website and/or over the website's replica posted on the secure intranet which is daily synchronized with the company's servers.
2. **Computerized Phone Ordering System (IVR)** – purchasing tickets through an interactive voice response system that is available 24 hours a day.
3. **Manned Call Center** – Purchasing tickets through manned call center, available only during working hours.
4. **Mobile Phone (WAP / SHTML)** – purchasing ticket through cellular mobile phone. This option includes immediate purchase options after SMS announcements of tickets presales.
5. **MegaTix Tickets Purchasing and Issuing Stations** - purchasing tickets through **MegaTix** station which are connected through cellular data link to the company's servers and allow tickets purchase by credit cards. (Optional – machines that deals with cash, coins and change.)
6. **The Company's Old Box Offices** – purchasing tickets from the manned box office cashiers. (By implementing **MegaTix** system this option might become extinct)

Applying the new selling channels allow selling tickets without the need for human cashiers no more losses, thefts, unauthorized distribution and human errors, no need for tickets delivery services between offices and no need for manual currency handling.



After the purchase, the client can obtain the tickets from every **MegaTix** Station deployed all over the country and at the entrances to relevant sites and theatres. Since the cost of deploying MegaTix stations is economic and considerably cheaper than any other alternative (comparing with any other solution), the company deploys **MegaTix** stations at various clients' assembly locations such as: workers' unions' offices, consumers clubs, post offices, marketing networks, banks, etc. **MegaTix** stations become available at every strategically gathering point for relevant audience.

## **MegaTix System's Extensive Solutions and Advantages**

- **Extinguishing Constant Losses by Operating a Central Inventory**

From now on, tickets inventory is handled by the **MegaTix** system over the company's main servers. Tickets are issued by **MegaTix** machines and delivered straight to the customers. No need for ticket counts and no more room for shortages and mistakes.

- **Savings and Profits Due to Effective Inventory Management**

Effective inventory management enables more sales and savings on operations costs. No need for deliverers who carry tickets between stations. Tickets supply is run by a centric system. Every sales location is directly connected to the centric system and tickets are available in any time, at any location.

- **Quantum Leap in Service Quality and New Opportunities for Spontaneous Purchases**

A Variety of purchase channels is opened for customers. Waiting lines and on-hold phone calls have disappeared. Customers save money, time and effort by not having to buy tickets at the box office or pay additional commissions for delivery. Customers can make instant spontaneous purchases without arriving at the box office or waiting for delivery.

- **Major Money Savings Due to Cancellation of Tickets Delivery and Insurance Costs**

No need for tickets delivery. Costs of preparing tickets for delivery, mail delivery and registered mail are saved. Savings that can add up to millions of dollars.

- **Management Improvements and New Possibilities in Centralized Sales for Large Organizations**

The system is designed to offer special trade tools to deal with centralized sales through workers' unions and large organizations, allowing the implementation of specific purchase conditions to eligible member groups correspondingly to entitlement criteria and built to collect special payments (identification by credit cards / events from the members payroll).

- **Dynamic Inventory Allocations for Large Organizations Prevents Losses and Enhances Profits**

Tickets allocations are computerized. Large organizations' members purchase directly from one of the various **MegaTix** Systems selling channels (The System identifies members through worker's IDs or special credit card numbers). The Company has the possibility to constantly supervise over inventory allocation and increase or decrease it, depending on actual real-time sales.

- **Minimizing Costs of Fighting Forgery**

**MegaTix** stations issue secure tickets that consist of a variety of protection methods, including the possibility to print unique barcodes. Such barcodes will be read by special devices at the entrance of the event (similar to the electric gates costumed for subways and metro stations).

The **MegaTix** system overall solution includes the optional possibility of integrating devices for identification of printed tickets' barcodes.

- **Major Savings Due to Elimination of unauthorized Distributions / Losses / Thefts**

**MegaTix** system's implementation solves these problems completely. Central computerized inventory management and sales through the computerized **MegaTix** tickets printing stations eliminates constant losses due to human errors, unauthorized distribution and thefts.

- **New Direct Marketing Channels to Customers & New Abilities to Effectively Respond to Updates**

Customers include their cellular phone numbers and emails as part of the purchase. Through immediate SMS and WAP cellular messaging and by utilizing an online weekly electronic email newsletter, the company can perform early registrations and/or interest inspections and specific analyses for minimizing financial risks. Furthermore, in cases when customers need to be updated, due to changes in schedules or cancellations, the company can directly inform its customers of such changes.

- **Improving Service by Multi-Channels Backup Systems**

The system enables real-time evaluation of service quality and includes messages sending mechanisms to authorized sources immediately after discovering mishaps.

- **New profits and Significant Improvements by utilizing Complete Command and Control Systems Which Allow True Data Mining in Real-time**

The management system allows the company's executives to check, at any given time, numerous data, including:

- Online real-time tickets inventory status
- Online real-time cash flow status
- Sales' rate divided by the various selling channels
- Sales' rate divided by selling locations

- Real-time focus over demand – where demand is increasing or decreasing (divided by areas, populations and sales' channels).
- Supervision of tickets allocations for specific populations with the possibility of dynamic reallocations depending on true real-time data
- Possibility for immediate response to special demand by initiating new events according to true real-time data.

**In addition to these solutions and benefits, the system offers more advantages such as:**

- **Significant Financial Savings Due to Decrease in Human Resources**

The variety of sales' channels, including direct sales on the **MegaTix** stations, allows a major deduction in the number of manned box offices. In fact, implementing these channels may cancel the need for human resources at all including cashiers, deliverers, and special staff that deals with ticket supply management and mail delivery.

- **Initiating and Operating Special Sales and Promotions**

The system offers the possibility to smoothly operate special sales and promotions such as: discount coupons, discounts based on credit cards stars and credit points, discounts on large marketing networks, etc.

- **Computerized Close Control over crowd entrance to facilities**

The system enable implementing customary designed gates equipped with bar-code scanners which transmit online data to the system, thus enabling close control over crowd entrance to facilities and tickets utilization.

- **Overall Company Management Enhancement**

The system tracks real-time sale's rate and inventory status while constantly saving data to a central database. The company's executives have the opportunity to respond quickly to raising demands, to cut down undesirable inventory and to consider initiating new and additional activities according to real-time conditions and history data mining analysis.



The **MegaTix** system enables the company's manager to comfortably lean back in his armchair while receiving an undated picture of all his company's activities on every selling channel. The manager has more quality time for contemplating and initiating new and additional activities.

## **MegaTix System Extensive Solution Leaves the Competition Far Behind**

One might wonder, If the system enables immediate substantial savings, leads to increased profits and adds so many advantages, how much does the such system cost?

Both **MegaTix** Systems' software and Hardware were originally developed by ICMega and solely belong to the company – That fact enables the company to distribute the system without paying commissions for licenses and copy rights.

The great advantage of this system, compared with potential competition, is the fact that the whole system is based on the accumulative knowledge and experience of ICMega Company. ICMega has developed the system from scratch and offers it as a complete service for its clients.

### **MegaTix System Cost**

ICMega business model aims for a long term relationship between the company and its clients. The system with all its modules and special capabilities is given as a long term service in return for a small percentage of the client's volume of sales.

The business model turns ICMega into a partner of its client's success and accordingly, the company is constantly investing efforts in creating top of the line systems which reduce costs and raise the client's volume of sales, profits and success.

### **The Cost of MegaTix Stations Hardware**

**MegaTix** cellular tickets selling and printing station has been designed and developed by ICMega Company. The company, as exclusive owner of the **MegaTix** stations, operates a subcontractor company to manufacture the stations.

Contact [info@icmegaaustralia.com.au](mailto:info@icmegaaustralia.com.au) for further details.

### **Secure Tickets Costs**

Insignificant cost which can be directed to advertising agencies, which will pay for printing advertisements on the back of the tickets.

### **Cellular Data Communications Costs**

The pricing of cellular data communication is based on volume of traffic. Therefore, according to the size of transactions data, the costs of hundreds of thousands of transactions should cost no more than a few dollars.

## The **MegaTix** Revolution - Summary

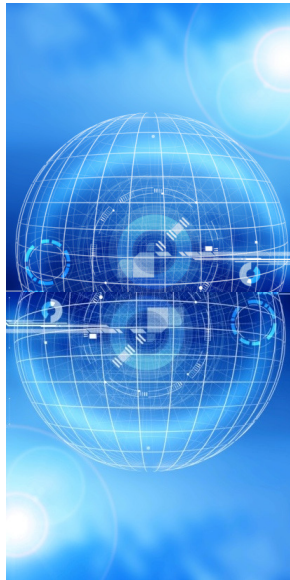
The implementation of **MegaTix** System is a breakthrough in the tickets distribution market. The system enables every customer to become efficient in new unparalleled ways. The customer immediately enjoys a significant reduction in costs, higher profit and substantially improvement in his customers' service.

The **MegaTix** system enables two-ways communication between client and their customers, improves the client's command and control over his business, reduces manpower, enables immediate reaction to real-time data and eventually enables the client's business to become more profitable and successful.

ICMega estimates that in the near future it will deploy hundreds of **MegaTix** stations all over Australia which will serve hundreds of commercial clients and millions of their customers.

## Appendix A - About **MegaTix** System

**MegaTix** system is an extensive working solution for operating, selling, charging and managing Tickets Distribution. The solution includes unique original systems which deal with inventory, sales, payments and distribution management / variety of distribution channels / ticket printing solution / operation supervision / financial supervision / collective sales handling / customers service / discount mechanisms and much more. In other words, **a complete working solution** for all customers involved in tickets distribution.



In professional terms, **MegaTix** system is defined as a comprehensive system which integrates central data core with a diversity of communication interfaces by implementing designated software and hardware, specifically designed and developed by ICMega Company.

The system combines sophisticated electronic trade management systems with a unique tickets printing and dispatching stations which are connected by backup cellular data communication.

## ***Software Elements***

ICMega has developed a collection of electronic trade and management systems that enables managing electronic trade in wide capacities, while setting extensive software solutions to all its customers' needs.

The System Supports a Variety of Sales and Distribution Channels:

- Secured sales through **the internet or the intranet**.
- Sales through a **human telephone service center**.
- Sales through a **computerized automatic telephonic service center (IVR)**.
- Sales through **cellular communication (WAP)**.
- Sales through **stationary MegaTix stations for ticket printing** – stationary hardware systems, similar to ATM machines, which are connected to the system through cellular communication and enables tickets ordering and instant printing.

### **The Online Management System**

Orders received from different channels of sales accumulate on a centric management system that includes:

- **Online Credit Card Charging** – done automatically in real time.
- **Products/Tickets Setup** - available for immediate sale.
- **Multi-products/Tickets Inventory Management** – includes sending advanced short supply notices.
- **Building and Managing Customers Database** – enables direct communications with the customers (eg; E-Newsletters, SMS communications) and provides customer service management tools.
- **Reports and Graphs** – real-time management of incoming orders and cash flow.
- **Entitlement Management for Subsidized Products** – setting entitlement criteria for different products and limiting the amount of purchases per member.

**Customer Service System** – managing customers' service concerning their purchases in any of the sales' channels.

- **Division to Authorization Levels** – the system is built in a way which enables setting different authorization levels. That way every department manager may view, update and receive data on the subject he/she handles, without gaining access to subjects under a different department. All this, while the company's manager has full access to all of the company's departments.
- **Preparation for Accountings** – creating special reports for accounting needs.

## ***Hardware Elements***

### **The MegaTix Station**

**MegaTix** station is an immobilized service station, similar to an ATM machine, which is connected to the **MegaTix** management system through cellular data communications and serves mainly for continuous efficient tickets printing. The system includes software and hardware components, with sophisticated protection mechanisms for the station and the tickets.

The system immediately and substantially reduces all costs concerning ticket sales and management, including costs involving inventory management, ticket counts costs, tickets preparations for delivery costs, mail delivery costs and insurance costs.

Implementation of the **MegaTix** system will provide a proven overall solution to every need of a tickets distribution body, such as movie and theater networks, parks and tourists sites managing companies, museums, sports teams, exhibition halls and many more.

## **MegaTix Station Includes:**

A. **Hard durable package** – A vault package stabilized to a wall in one of two ways:

- **Wall Mount.**
- **Through the Wall Mount** - the control door is positioned inside the structure while the user side is facing the outside.

B. **Numeric touch keyboard and a four-line screen** – for identification, pre-printing information and local tickets purchase.

C. **Mechanic lips for magnetic cards (credit/worker cards)** – for customer identification and credit card data collection when necessary.

D. **Cellular data communication** – Back-upped cellular connection.

E. **Two Heavy-duty Printers** – For continuous tickets printing.

F. **Two Paper Cartridges** – a special metallic case for paper cartridge. Each cartridge containing 7,000 tickets. A loaded station can dispatch up to 14,000 tickets.

G. **Advanced protection mechanisms** – the stations include a variety of advanced protection mechanisms for status reports, operating, and active protection.

H. **Backup batteries** – electric backup source for a few hours of full operation while printing thousands of tickets.

## **Optional Additions:**

- **Currency admitting station** – includes a computerized system that enables ticket sales for cash, by receiving bills and coins and dispatching change.
- **Electric Entrance Gate Station** – Electronic gate system that scans bar-codes off tickets and enables supervision over crowd entrance and tickets utilization.