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(54) Title: SYSTEM WHICH ENABLES A MOBILE TELEPHONE TO BE USED TO LOCATE GOODS OR SERVICES

(57) Abstract: A system which enables a mobile telephone to be used to locate goods or services, comprising the following elements: (a) a communications network to allow a mobile telephone operator to receive, from the mobile telephone, criteria defining the goods or services required; (b) a searching system connected to receive the criteria and perform automated searches against those criteria using resources provided by suppliers of the goods or services and to send results over the communications network to the mobile telephone; (c) an electronic commerce and billing engine operating to allow the user of the mobile telephone to order goods or services from the operator and not the supplier.

Home page Interface

Shopping Toolkit

Book your flight
Betting
CD Shopper
Cinema ticketing

Info Go

WO 03/014972 A2

SYSTEM WHICH ENABLES A MOBILE TELEPHONE TO BE USED TO LOCATE GOODS OR SERVICES

BACKGROUND OF THE INVENTION

1. Field of the invention

This invention relates to a system which enables a mobile telephone to be used to locate goods or services.

2. Description of the Prior Art

Mobile telephone operators, such as Vodafone plc, currently carry voice and data traffic from and to mobile telephones. The business of carrying voice and data traffic is however open to commoditisation as operators increasingly find it difficult to differentiate on meaningful quality comparisons, such as extent of coverage and voice quality.

One of the key lessons apparent from many successful internet business models is that, where previously customers dealt directly with a source of goods or services or with an existing intermediary, it can be more efficient to instead deal with a new, on-line intermediary. For example, many people previously bought airline tickets directly from an airline of choice or by visiting a travel agent. But over the past few years, many on-line travel services have been set up, such as Expedia.com, which act as new intermediaries. Expedia will locate airline tickets, holidays etc., which meet a user's criteria and will source these from many different suppliers. The basic relationship of trust, fundamental to a commercial relationship, becomes primarily between consumer and the new intermediary, with the brand importance of the ultimate service or goods supplier being diminished.

Mobile telephone operators have addressed the possibility of commoditisation of their services primarily through the mechanism of adding new data services for their customers in an attempt to maintain a relationship with their customers. This is a costly and uncertain process however.

The objective of the present invention is to demonstrate an alternative and potentially far more potent strategy for mobile telephone operators.

SUMMARY OF THE PRESENT INVENTION

In a first aspect of the present invention, there is a system which enables a mobile telephone to be used to locate goods or services, comprising the following elements:

(a) a communications network to allow a mobile telephone operator to receive, from the mobile telephone, criteria defining the goods or services required;

(b) a searching system connected to receive the criteria and perform automated searches against those criteria using resources provided by suppliers of the goods or services and to send results over the communications network to the mobile telephone;

(c) an electronic commerce and billing engine operating to allow the user of the mobile telephone to order goods or services from the operator and not the supplier.

Hence, the present invention envisages a technical infrastructure in which the mobile telephone operator is the trusted intermediary and supplier in commercial transactions. This has many practical advantages: first, it uses the mobile telephone operator's existing communication infrastructure with its customers; infrastructure re-use is especially important for 3G networks, which have to deliver very high useage in order to justify the costs incurred in developing them and obtaining spectrum.

Secondly, it allows mobile telephone operators to make greater use of their computerised billing systems and associated regular billing relationship with customers, allowing those customers to buy goods etc. and to have these costs added to the regular telephone bill. The mobile telephone operator may become in effect a credit source in the same way a major credit card company like America Express offers credit to consumers and routes payments to suppliers.

Thirdly, it allows the mobile telephone operators to become a trusted brand, extending that brand far beyond potentially commoditisable data and voice carrying and into a trusted source of a large range goods and services. It also allows the mobile telephone operator to secure competitive pricing and other commercial advantages by leveraging its huge customer base as a potential customer source.

So, a mobile telephone operator using an implementation of the present invention further increases consumer reliance by becoming a trusted and effective supplier of goods and services, reduces the threat of commoditisation, gains leverage over a large number of suppliers and develops a new source of revenue based on fees relating to transactions (e.g. 2% of the costs of goods etc.) and charges to consumers (e.g. interest on unpaid balances).

The term 'mobile telephone operator' used in this specification covers any entity whose primary role has historically been to carry voice or data traffic. It hence covers traditional mobile telephone operators, such as Vodafone, and also Internet Service Providers, such as Worldcom. The term 'mobile telephone' covers any device which can send data and/or voice over a long range wireless communication system, such as GSM, GPRS or 3G. It covers such devices in any form factor, including conventional telephones, PDAs, laptop computers, smart phones and communicators.

In a second aspect, there is a method of enabling a mobile telephone to be used to locate goods or services, comprising the following steps:

(a) a mobile telephone operator receives, from the mobile telephone, criteria defining the goods or services required;

(b) the mobile telephone operator then (i) directly or indirectly obtains from a supplier information describing one or more goods or services meeting the criteria and provides that information to the mobile telephone and (ii) allows the user of the mobile telephone to order goods or services directly from it and not the supplier.

In one implementation, a mobile telephone user sends a request for goods and services using a protocol which is device and bearer agnostic (i.e. is not specific to any one kind of device or bearer) over the wireless network operated by the operator (e.g. GSM, GPRS or 3G). The request is directed to the operator, who then routes it through to a server (typically operated by an independent company specializing in designing the software running on such servers, such as Cellectivity Limited), which initiates a search through appropriate suppliers (e.g. by using a web search agent). The search may depend on business logic set by the operator - e.g. it may be limited to suppliers who have entered into commercial arrangements with the operator. The relevant information is then returned over the wireless network operated by the operator to the

consumer; the objective is for the consumer experience to be a highly simplified one, using predefined user preferences in order to make sure that the goods/services offered to the consumer are highly likely to appeal. When the consumer is presented with goods/services, which are acceptable, he can initiate the purchase from the operator and not the supplier using the mobile telephone by sending a request to the operator over the wireless network operated by the operator. The applicable costs will be added to his monthly telephone bill.

BRIEF DESCRIPTION OF THE DRAWINGS

The present invention will be described with reference to the accompanying drawings in which:

Figures 1 - 21 show screen shots from a mobile telephone searching for and booking flight tickets using the system of the present invention;

Figure 22 shows the process flow when using SMS to book flight tickets;

Figures 23 – 31 show screen shots from a mobile telephone searching for and buying a music CD;

Figures 32 - 45 show screen shots from a mobile telephone searching for and placing bets;

Figures 46 – 49 shows the process flow when using SMS to place bets;

Figures 50 – 60 show screen shots from a mobile telephone searching for a cinema film and book cinema tickets;

Figure 61 shows the process flow when using SMS to search for a cinema film and book cinema tickets.

DETAILED DESCRIPTION

The present invention will be described with reference to an implementation from Cellectivity Limited of London, United Kingdom.

INTRODUCTION

Current mobile Internet connectivity is based on point-to-point interaction between specific mobile-enabled sites or services (currently WAP or i-Mode) and the mobile end-user. The operator assumes its traditional role as the communications layer provider.

Cellectivity sets a new paradigm of wireless-internet interactivity. Within this new mode of interaction the operator/ISP/Portal becomes an *enabler* of access to Internet content and services, and the facilitator of information retrieval and commerce transactions.

All is done under 'white label'; the operators/ISP/Portals uses its *own brand name*, thus maintaining the interface and ownership of its customers.

In addition Cellectivity provides the Operator/ISP/Portal with aggregated services via an application suite that overlies the Cellectivity commerce framework. This ensures that both Cellectivity and its customer get the best value and functionality. It also ensures that Cellectivity covers a broader spectrum of the wireless value chain, enhancing its appeal and share of the value chain.

HIGH-LEVEL CONCEPT

Cellectivity's solution is an adaptable commerce-enabling framework that provides network operators, and ISP/Portal with the capability to allow their customers to firstly compare, and then purchase goods and services via their portal services, anytime and anywhere, and anyhow (pervasive computing).

As mentioned earlier, the approach of the framework and applications allows Cellectivity to cover a larger slice of the value chain, thus providing the operators/ISP/Portals with an underlying enabling technology that is marketed with its own global brand name, thus maintaining the interface and ownership of its customers, adding value to the user, and enhancing the appeal of the services through a trusted domain that is known to the end-user. Cellectivity thereby acts an enabler, and helps the operators/ISP/Portal to generate both additional traffic, and also additional revenue streams.

Cellectivity's framework offers secure, and reliable transactions between the end-user and merchants, by enticing users through simple, intuitive, and creative applications, which enable procurement of physical goods (including dynamic bidding and active off-line participation in auctions on behalf of the end user). In addition, it allows users to purchase services offered by multiple merchants, such as betting, auctioning, travel (ticketing), multi-source information gathering, money manager, location based deal finder, trader and financial services, by delivering accurate, and precise information to an end-user based upon a spontaneous request.

Cellectivity's framework, and applications are device agnostic, thereby allowing multiple device access, and designed from the ground-up for pervasive (anytime, anywhere, anyhow) commerce through the most popular access devices today and in the future, by utilising global industry standards such as WAP, XML, xHTML, Java, and i-Mode.

Cellectivity's framework provides Operators/ISP/Portals with this unique framework and infrastructure, thus enabling and leveraging on such an offering.

Cellectivity's framework is designed as a highly efficient and flexible middleware solution for distributing, caching, filtering, and managing information flows, between the Operators/ISP/Portals domain, the merchant and end-user

The solution is based on an application server, which interacts with, and integrates three components that constitute real m-Commerce:

- First, each application can access, interact with and act upon any web based service or content selected by an end-user.
- Second, it communicates with the end-user in an effective, straightforward and minimal way, even when dealing with complex and sophisticated tasks.
- And finally, it integrates with the operator's business logic, billing and profiling systems, to enable real control and ownership of the activity by the carrier.

Unlike current approaches, this application gateway does not serve only as a translator of protocols. Instead, it deploys applications that automate web processes (including password entry) on behalf of the end-user. On one end, these applications are launched by the user via a simple, minimalist, User Interface (UI), overcoming the problematic need for unnatural translation of web graphical user interface (GUI) into mobile GUI. On the other end each application can interact with any web site or service, to pursue complex tasks, eliminating the inherently non-scalable need to adjust each web service individually to a wireless protocol.

The behaviour of each application is dictated by two parameters; on one hand, the preferences and profile of the user (personalisation), and the other hand, the business rules (logic) that the carrier has set.

In addition it can feed the operator with a Transaction Data Records (TDR™) related to its activity (on behalf of the user). This puts the operators/ISP/Portals in a unique and attractive position, allowing powerful management of its customers, through data mining, and CRM since the TDRs define what its customers are interested in purchasing, how they go about looking and what goods/services are ultimately purchased and where bottlenecks or other hurdles arise that may cause a potential purchaser to lose interest in pursuing a purchase.

The service offering can coexist with the operators or ISP/Portals current framework, and other services, allowing a gradual transition, to the extent desired.

1.1 HIGH-LEVEL FRAMEWORK TECHNOLOGY

Cellectivity's wireless application server is built of four tiers:

- first tier consists the client's presentation layer (both for internet access and wireless access).
- second tier is the web server presentation layer, in charge of interacting with the client.
- third tier consists of the specific applications and the business logic.
- fourth tier is made of both, the operator data and network information, and the data related to Cellectivity's functionality.

Both the second and third tiers are built on top of an Enterprise Java Bean (EJB) container to allow scalability of both the performance, and the deployment and implementation. Each application consists of a specific Java bean, and the solution includes a Software Development Kit (SDK) to allow rapid development of new applications. In addition the interaction with the Web is based on XML technology to make the application robust to changes over the Web. All components of the system can be accessed via XML to ease connectivity and integration with the operator and other applications.

The connectivity with the operator's systems allows an application to execute a transaction to completion under the brand name of the operator (of course the transaction may take place entirely within the web if desired).

Cellectivity has also developed unique agent-based automation software that allows the user to delegate tasks to its agents (searching, entering passwords to restricted access sites, providing other kinds of information which would normally be input manually) without the need for continued real time connection to the web. This capability can significantly improve the efficiency of interaction with the web, and makes many tasks, which are unfeasible with the current paradigm, available.

Appendix 1: Functional Specification

This Appendix 1 describes the 'Shopping Toolkit' application, covering the following mobile commerce functions:

Flight Search

CD Shopper

Betting

Cinema ticketing

2. INTRODUCTION

Cellectivity's solution will allow customers to search and purchase goods and services, anytime and anywhere. It offers secure, and reliable transactions between the end-user and merchants, by enticing users through creative, user-friendly shopping applications.

Cellectivity's solution is based on an application server, which interacts with, and integrates three components that constitute a complete m-Commerce circle.

First, each application can access, interact with and act upon any web based service or content selected by an end-user. Second, it communicates with the end-user in an effective, straightforward and minimal way, even when dealing with complex and sophisticated tasks. And finally, it integrates with the operator's business logic, billing and profiling systems, to enable real control and ownership of the activity by the carrier.

2.1 PURPOSE OF THIS DOCUMENT

This document represents the functional requirements of Cellectivity's Shopping Toolkit.

3. SCOPE

Flight Search – a complex task that involves input of a number of variables and a set of user preferences, resulting in a meaningful transaction cost.

CD Shopper – a useful application that finds the best price within a large number of items, involving medium transaction costs.

Betting Information – a popular application with minimal transaction fees but with significant expected usage. Also demonstrate the ability to cope with unusual and dynamic environments.

Cinema ticketing – an application that will enable users to porches cinema tickets from leading cinema chains via SMS and WAP

3.1 FLIGHT DETAILS

The flight application will cover the following:

Route:

- All destinations from any Ireland airport with the selected airlines

Sites/Airlines

- British Midlands - www.britishmidland.com
- Air Lingus - www.flyaerlingus.com
- Ryan Air - www.ryanair.com

3.2 CD SHOPPER

The CD Shopper application will cover the following:

Sites

- Amazon - www.amazon.co.uk
- HMV – www.hmv.co.uk
- Golden discs – www.goldendiscs.ie (Irish Site)
- Tower records - www.towerrecords.co.uk
- Dmgdirect – www.dmgdirect.com (Irish Site)

3.3 BETTING INFORMATION

The Betting Information application will cover the following:

Categories

- Golf
- Soccer

Sites

- Paddy power – www.paddypower.com (Irish Site)
- Luvbet – www.luvbet.com (Irish Site)
- Hackett bet – www.hackettbet.com (Irish Site)
- Ladbrokes – www.ladbrokes.com (UK Based)
- William hill – www.williamhill.co.uk (UK Based)

3.4 CINEMA TICKETING

The ticketing application will cover two of the biggest cinema chains in the UK:

Warner Village: http://www.warnervillage.co.uk
Odeon: http://www.odeon.co.uk

The user will be able to search for a film or for a cinema and to book the selected tickets, additionally the user will be able to view reviews for a selected film and get additional information on the cinema.
This spec cover the interface for WAP and for SMS

3.5 SHOPPING TOOLKIT HOME PAGE

The shopping assistant homepage is:

http://demo.cellectivity.com

3.5.1 Home page functionality

Every user that access the service for the first time will receive a password via WAP and SMS that is required for the login to the Shopping Assistant website. Using this password together with is mobile number (MSISDN) he will be able to enter his preferences setting on the web and to use all the additional services available online (SMS & WAP emulators).

First view screen is shown in Figure 1.

Home page links are:

Book your flight

Betting

CD Shopper

Cinema ticketing

Home Page Interface screen is shown in Figure 2

4. FUNCTIONAL SPECIFICATIONS – FLIGHT INFORMATION

Flight Search Criteria

- Select your departure and destination airport

- Define date and time of flight (out and return)
- Define number of tickets
- Define user preferences:

Sort order (primary and secondary)

- By price
- By Dates
- By Airline

Departure Airport

- Select from a list of airports in Ireland

Destination Airport

- Select from a list of airports according to your departure place

Airline (combination of the following)

- Ryanair
- British Midlands
- Air Lingus
- By Preferred weights*

Time/Date Range

- Define date and time range for the search
- Plus/minus number of hours/days

* To improve the search results the user will be able to select the level of importance of the different criteria (high medium and low).

The results of the search will be presented as follows:

First page

- Departure and destination airport

- Price
- Out flight – date & time
- Return flight – date & time
- Airline
- Number of tickets

For every result it will be possible to view additional information for the out and return flights:

- Price
- Flight number
- Airport of departure
- Departure date and time
- Arrival airport
- Arriving date and time
- Arriving airport
- Number of passengers

4.1 FLIGHT DETAILS FUNCTIONALITY

4.1.1 First page view screen is shown in Figure 3.

4.1.2 Departure Airport screen is shown in Figure 4.

4.1.3 Destination Airport (according to the departure airport) screen is shown in Figure 5.

4.1.4 Departure Date (input) screen is shown in Figure 6.

4.1.5 Departure Time screen is shown in Figure 7.

4.1.6 Return Date (input) screen is shown in Figure 8.

4.1.7 Return Time screen is shown in Figure 9.

4.1.8 Number Of Tickets screen is shown in Figure 10.

4.1.9 Preferences main page screen is shown in Figure 11.

4.1.10 Preferred Sorting Order (Select) screens are shown in Figure 12.

4.1.11 Preferred Day Range (Select) screens are shown in Figure 13.

The Day Range preference will apply to the departure and the return day that have been selected on the main page.

4.1.12 Preferred Time Range (input) screens are shown in Figure 14.

The time range preference will apply to the departure and the return time that have been selected on the main page if the selection is a specific time. When selecting Anytime, Morning, Afternoon or evening the search will ignore the Time Range preference.

4.1.13 Preferred Departure Airport screen is shown in Figure 15.

4.1.14 Preferred Destination Airport screens are shown in Figure 16.

4.1.15 Preferred Airline screens are shown in Figure 17.

4.1.16 Search results

To cut down the amount of information in the first result page, only the main search criteria will be presented in it. The complete flight details will be presented on the More Info page.

During the search the Figure 18 screen will appear and show the search progress.

If none of the links are pressed, the first result will appear once the search is completed, as shown in Figure 19.

4.2 FLIGHT PAYMENT FUNCTIONALITY

The flight application will include search and payment over vendors' sites. The application will search and present available flights according to the users' preferences. Once the user decides to buy the ticket the application will create an account for him on the vendor site (in sites that required to be a subscriber), and will complete the payment process on the user's behalf.

The payment functionality will be built out of three-steps.

a. The user will see the flight details and will enter his payment code to continue.

b. According to the number of tickets, the user will asked to enter the names of the passengers (and confirm the passenger name if there is only one).

c. The user will see all the available information from the HTML confirmation page and will press "Confirm" to complete the process.

d. We will show the user all the information from the confirmation page including reference number and send the user an e-mail with the details so if he wants, he could track his order on the vendors site.

4.2.1 Flight - payment interface screens are shown in Figure 20.

4.2.2 Flight - payment confirmation screens are shown in Figure 21.

4.3 FLIGHT – SMS FORMAT

The SMS functionality will cover a regular search only, and will not support changes for the user preferences. The application will recognize the user and will use his saved preferences for the search.

Establish the communication

The required data to initiate a search contains the following:

- Departure date and time
- Return date and time
- Number of tickets

The system should search for this information in the received SMS and return questions for missing data.

Example:

Receive: flight
Reply: Edit form and reply "Flight #__ tickets Dpt date __ at __ Rtn date __ at __"

Receive: Edit form and reply "Flight 2 tickets Dpt date 2/2 at 16 Rtn date 15/2 at morning"
Reply: Flight #2 tickets Dpt date 02/02/2002 at 16 Rtn date 15/02/2002 at morning. Reply: "Search" for results or edit to change search.

This loop will repeat until the user will send SEARCH.

Result

Result 1/14, EUR 111.37 Ryanair Dpt 02/02/2002 16:50 Rtn 15/02/2002 06:55.
Reply: "Details", "Book" or "Next"

Full details

Receive: "Details"

Reply: EUR 111.37 2 ticket(s) Dpt Dublin FR 284 02/02/2002 16:50 arrive Stansted 02/02/2002 18:00.

Rtn Stansted FR 203 15/02/2002 06:55 arrive Dublin 15/02/2002 08:05. Reply "Book"

After Book:

1. You requested 2 tickets to Stansted, Reply with Title, First name and Surname of each passenger: "Passengers: __ __ __+ __ __ __"

2. Receive: "Passengers: Mr Yuval Mekler + Mr Eithan Ephrati"
   Reply: Reply: "Confirm" or a corrected list. "Passengers: Mr Yuval Mekler + Mr Eithan Ephrati"

3 Receive: "Confirm"
   Reply: Confirm flight: Dublin to Stansted on Ryanair Dpt 02/02/2002 16:50 Rtn 15/02/2002 06:55. 2 tickets, Total: EUR 222.74. Reply: "Confirm" or "Change"

4. Receive: "Confirm"
   Reply: You agreed to the Terms and Conditions and ticket restrictions expressed on Ryanair's website. To confirm please reply "PIN: __" or "Cancel".

5. Receive: "Pin: 1234"
   Your purchased has been confirmed. Confirmation No: 243ty6. You will also receive an e-mail confirmation. Thanks.

4.3.1 SMS – Flight - Process flow is shown in Figure 22.

5. FUNCTIONAL SPECIFICATIONS – CD Shopper

CD Search Criteria

- Search by artist or band name
- Search by album name
- Top 30 album chart
- Top 10 by categories
- Define user preferences
- Search favourites

Search for the users favourite bands

The user will be able to define a list of his favorite bands and store it. When searching for a CD he will be able to search directly for the albums of his favorite bands without the need to insert any additional information.

- For any selected CD the application will search for the best price in the selected site.

The results of the search will be presented as follow:

- Artist/Band name
- Album name
- Price

- When receiving a result it will be possible to search for more albums by the same artist.

- When selecting the buy option the user will receive the site name that sale the CD with the best price.

- The user will receive a breakdown of the costs (CD, delivery and total cost)

- All cost will be in EUR.

5.1 CD SHOPPER FUNCTIONALITY

5.1.1 First page view is shown in Figure 23.

5.1.2 Search by artist (Input) screens are shown in Figure 24.

5.1.3 Search by Album (Input) screens are shown in Figure 25.

5.1.4 Top 30 screen is shown in Figure 26.

5.1.5 Categories screens are shown in Figure 27.

5.1.6 Define user preferences (Edit My Artist) are shown in Figure 28.

5.1.7 CD Results screens are shown in Figure 29.

5.2 CD PAYMENT FUNCTIONALITY

The CD application will include search and payment over vendors' sites. The application will search and present the best price for the selected CD from the proposed sites. Once the user

decides to buy a CD the application will create an account for him on the vendor site (in sites that required to be a subscriber), and will complete the payment process on the user's behalf.

The payment functionality will be build out of two-steps.

a. The user will see the CD name (artist and album) and will enter his payment code to continue.

b. The user will see all the available information from the HTML confirmation page and will press "Confirm" to complete the process.

c. We will send the user an e-mail with the details so if he wants, he could track his delivery on the vendors site.

5.2.1 CD - payment interface screens are shown in Figure 30.

5.3 CD SHOPPER – SMS FORMAT

The SMS interface for CD Shopper will use the search function of the WAP interface.
The user will be able to send name of an artist or an album or the words CD and will get a reply accordingly.

Establish the communication

The required data to initiate a search contains the following:

- CD
- CD By [Artist name]
- CD [Album name]
- CD [Album name] By [Artist name]

The system should search for this information in the received SMS.

Example 1:

Received: CD

Reply: To find a CD, reply:
"CD __" for title search
"CD by __" for artist search
"CD __ by __" for title and artist search

Example 2:

Received: CD Loco

Reply: Loco by Fun Lovin' Criminals
Best price EUR 14.74 @ CDWOW
Reply: "PIN __ " to buy "TRACK" for track list or "NEXT" for next CD

Example 3:

Received: CD by Madonna

Reply: Music by MADONNA
Best price EUR 14.74 @ CDWOW
Reply: "PIN __ " to buy "TRACK" for track list "NEXT" for next CD

Received: NEXT

Reply: Immaculate Collection by MADONNA

Best price EUR 14.74 @ CDWOW

Reply: "PIN __ " to buy "TRACK" for track list "NEXT" for next CD

* If the result is by the artist name, replying NEXT will reply the next match for the artist

If the result is by album name, replying NEXT will reply the next match for the album name

5.3.1 SMS – CD Shopper - Process flow is shown in Figure 31.

6. FUNCTIONAL SPECIFICATIONS – BETTING

The betting application will include betting on golf tournaments horseracing and soccer matches. The application will search and present the best odd for the selected bet from the proposed betting sites. Once the user decide to place a bet the application will create an account for him on the vendor site, will deposit the amount for the bet on his behalf and will place the bet. The application will also provide the user with his balance on the different vendor's sites and will allow the user to withdrew his balance

6.1 BETTING FUNCTIONALITY

6.1.1 Betting – General functionality

6.1.1.1 Main menu is shown in Figure 32.

6.1.1.2 My Accounts screen is shown in Figure 33.

6.1.2 Betting - Soccer Functionality

Soccer - Search Criteria

The application will return result for two types of bets.

1. Bets on the winner of a league, championship or cup where the bets are on the winner of the tournament and not on a specific match.
2. Bets on the winner of a match (who will win the mach) Home, Draw or Away.

Bets on league's winner:

- Select the preferred league
- Receive best odds for each team to win the league

Bets on match's winner

- Search for the preferred league
- Select the match for a bet
- Receive best odds for Home, Draw and Away

- Define user preferences:

Search for the users favorite team

The user will be able to define a list of his favorite teams and store it. When searching for a bet he will be able to search straight for a bet on his favorite teams without the need to insert any additional information.

The results of the search will be presented as follow:

Bets on league's winner:

- Title: The selected league:
- A list of all the teams with the odds for each team

Bets on match's winner

- Title: The selected match
- Home – Best odd
- Draw – Best odd
- Away – Best odd

6.1.2.1 Soccer Menu is shown in Figure 34.

6.1.2.2 Select League and match screens are shown in Figure 35.

6.1.2.3 Define user preferences screens are shown in Figure 36.

6.1.2.4 Favourite Team Results screens are shown in Figure 37.

6.1.3 Betting - Golf Functionality

Golf - Search Criteria

Bets on tournament's winner

- Search for the preferred tournament
- Receive best odds for each player to win the tournament

- Define user preferences:

Search for the users favorite player

The user will be able to define a list of his favorite players and store it. When searching for a bet he will be able to search straight for a bet on his favourite players without the need to insert any additional information.

The results of the search will be presented as follow:

Bets on league winner:

- Title: The selected tournament name
- List of players and the best odd for each player to win the tournament

Bets on favorite players:

- Title: The selected player
- List of tournaments that the player is playing at and the best odd for him to win each tournament

6.1.3.1 Golf Menu is shown in Figure 38.

6.1.3.2 Select Tournament screens are shown in Figure 39.

6.1.3.3 Define user preferences screens are shown in Figure 40.

6.1.3.4 **Favourite Player Results screens are shown in Figure 41.**

6.1.4 Betting – Horse racing Functionality

Horse Racing - Search Criteria

The application will cover the winner of a race only.

- Select the preferred course
- Select the time of the race
- Receive best odds for each horse to win the race

Search for the users favorite team

The user will be able to define a list of his favorite horses and store it. When searching for a bet he will be able to search straight for a bet on his favorite horse without the need to insert any additional information.

6.1.4.1 **Select course and time screens are shown in Figure 42.**

6.1.4.2 **Define user preferences screens are shown in Figure 43.**

6.1.4.3 **Favourite Horse Results screens are shown in Figure 44.**

6.2 BETTING PAYMENT FUNCTIONALITY

The betting application will include betting on golf tournaments and soccer matches. The application will search and present the best odd for the selected bet from the proposed betting sites. Once the user decide to place a bet the application will create an account for him on the vendor site, will deposit the amount for the bet on his behalf and will place the bet. The application will also provide the user with his balance on the different vendor's sites and will allow the user to withdrew his balance

6.2.1 Betting - Payment Functionality

The payment functionality will cover the following:

Check if the user has an account on the vendor site.

If the user don't have an account:

Create an account for the user and save his user name and password.
Deposit the amount for the bet in the account.
Place the selected bet.
Send a confirmation to the user with the transaction and the bet details.

If the user have an account:

User can use an account that he created previously on the web (he will have to enter his user name and password on the preferences site), or an account that was created previously by the application.

The application will show the user balance in the account and will ask for the amount of the bet.

a. The balance on the account is higher the required bet

The application will place the bet without additional deposit.

b. The balance on the account is lower the required bet

The application will notify the user that he required additional deposit and will place the bet according to his response.

6.2.2 Betting - payment interface screens are shown in Figure 45.

6.3 BETTING – SMS FORMAT

The SMS interface for betting will be similar to using the Search My Teams/Player/Horse function with WAP. The user will be able to send name of a team/player/horse or the words BET, BETTING, SOCCER, GOLF or Racing and will get a reply accordingly.

Establish the communication

The required data to initiate a search contains the following:

- "Betting"
- "Soccer", "golf" or "Racing"
- Team/player/Horse [Name]

The system should search for this information in the received SMS.

Example 1:

Received: betting

Reply: Hello, to bet on golf player reply "Player __", to bet on a soccer team reply "Team __", to receive list of bets Reply "Soccer" or "Golf"

Example 2:

Received: SOCCER

Reply: Hello, please reply "team [Name]" or:
"League#__"
1 Eng Prem Matches
2 Eng Prem Outright
3 Cham's Outright
4 Scot's Prem Outright

Example 3:

Received: GOLF

Reply: Hello, please reply: "Player [Name]" or:
"League#__"
5 Us Masters
6 Euro order of merit

Results for teams

Received: Team Liverpool
Reply:
Liverpool
Reply: "Bet __ GBP on #__":
1 Lose V Leeds, 13/10
2 Champions League Outright, 16/1
3 Win V Leeds, 13/8
Reply: "More" for more results.

Received: More

Reply:

Liverpool

Reply: "Bet __ GBP on #__":

4 English Premiership 2001-2002 Outright, 15/2

5 Draw V Leeds, 11/5

Results for league (matches)

Received: LEAGUE 1

Reply:

English Premiership 2001-2002 Matches

Reply: "Match #__"

1 Leicester V Chelsea

2 Everton V Ipswich

3 Leeds V Liverpool

Reply: "More" for more results.

Received: More

Reply:

English Premiership 2001-2002 Matches

Reply: "Match #__"

4 Man Utd V Sunderland

5 Arsenal V Southampton

6 Newcastle V Bolton

Reply: "More" for more results.

Results for league (outright)

Received: LEAGUE 2

Reply:

English Premiership 2001-2002 Outright

Reply: "Bet __ GBP on #__"

1 Chelsea, 22/1

2 Leeds, 14/1

3 Man Utd, 8/11

4 Arsenal, 9/4

Reply: "More" for more results.

Received: More

Reply:

English Premiership 2001-2002 Outright

Reply: "Bet __ GBP on #__"

5 Newcastle, 16/1

6 Liverpool, 15/2

6.3.1 SMS – Betting Soccer - Process flow is shown in Figure 46.

6.3.2 SMS – Betting GOLF - Process flow is shown in Figure 47.

6.3.3 SMS – Betting Horse Racing - Process flow is shown in Figure 48.

6.3.4 SMS – Betting Withdraw screens are shown in Figure 49.

7. FUNCTIONAL SPECIFICATIONS – Ticketing

Search Criteria

- Search for the preferred cinema and view available films
- Search for the preferred film and view the cinemas that display the film

- When selecting a film – search for available time
- Define user preferences
- Search favourites

The results of the search will be presented as follow:

Cinema search

- List of cinemas that match the searched key word

Film search

- List of films that match the searched key word

Preferences

- The user will be able to select a list of favourite cinemas and perform a search for available films

Payment

- The user will receive a breakdown of the costs (number of tickets, prices, booking charges)
- All cost will be in GBP.
- SMS will cover only adult tickets

7.1 TICKETING FUNCTIONALITY

7.1.1 First page view is shown in Figure 50.

7.1.2 Search for cinema (Input) screens are shown in Figure 51.

7.1.3 Cinema Results screens are shown in Figure 52.

7.1.4 Select Day and View Films screens are shown in Figure 53.

7.1.5 Search for Film (Input) screens are shown in Figure 54.

7.1.6 Film Results screens are shown in Figure 55.

7.1.7 Select Day and View Films screens are shown in Figure 56.

7.1.8 Ticket availability screen is shown in Figure 57.

7.2 TICKETING - PAYMENT FUNCTIONALITY

The payment functionality will be build out of two-steps.

d. The user will enter his payment pin to start the payment.

e. The user will select the number of ticket he wants to buy from each category.

f. The user will see all the available information from the HTML confirmation page and will enter "Confirm" to complete the process.

7.2.1 Ticketing - payment interface screens are shown in Figure 58.

If the user decided to pay by wallet screens are shown in Figure 59.

If the user decided to pay manually screens are shown in Figure 60.

7.3 TICKETING – SMS FORMAT

The SMS interface for Ticketing will be similar to using the Search My cinemas function via WAP.

The user will be able to send name/Number of the cinema in his list or the words Ticket, Ticketing, or Film and will get a reply accordingly. The search will cover the cinemas on his favorites list.

If the user wants to search different cinemas he will send a name for search after the word cinema.

Establish the communication

The required data to initiate a search contains the following:

- "Ticketing" / "Ticket"/"Cinema"/"Film"
- "Cinema _____"
- "Film ___"

Example 1:

Received:	"Ticketing" / "Ticket"/"Cinema"/"Film"
Reply:	OD Finchley Rd Reply "Book_ for_" GBP 4.5 each 1. ALL THE PRET 2. ADVENTURES OF GROUCH 3. A KNIGHT'S TALE "More" for more films "Next" for next cinema
Received:	Book 4 for 2
Reply:	OD Finchley Rd Film: ADVENTURES OF GROUCH Tickets: 4 at GBP 4.5 each Reply "Show_" (number of the show) 1. 1600 2. 1845 3. 2050 4. 2200 "More" for more shows
Received:	Show 3
Reply:	OD Finchley Rd Film: ADVENTURES OF GROUCH Show: 2050 Tickets: 4 at GBP 4.5 each

Booking Fee: GBP 2
Total: GBP 20
Reply: "PIN__" to Confirm

Received: Pin 1234

Reply: booking confirmed.
4 tickets for ADVENTURES OF GROUCH at 2050
Don't forget to bring your card ***1234 to the cinema.
Collect your tickets at the Auto machine

Example 2:

Received: Film Ali

If there is morew than one match

Reply: OD Finchley Rd
Reply "Book_ for_" GBP 4.5 each
1. Ali
2. Ali G Indahouse
"Next" for next cinema

Received: Next

Reply: OD Camden
Reply "Book_ for_" GBP 4.5 each
1. Ali
2. Ali G Indahouse

If there is only one match

Reply: OD Finchley Rd
Film: Ali
Reply "Book_ for_" (number of tickets - GBP 4.5 each at:-)
1. 1600
2. 1845
3. 2050
4. 2200
"More" for more shows
"Next" for next cinema

Received: Book 3 for 3

Reply: OD Camden
Film: Ali
Show: 2050
Tickets: 3 at GBP 4.5 each
Booking Fee: GBP 1.5
Total: GBP 15
Reply: "PIN__" to Confirm

7.3.1 SMS – Cinema Ticketing flow screens are shown in Figure 61.

CLAIMS

1. A system which enables a mobile telephone to be used to locate goods or services, comprising the following elements:

(a) a communications network to allow a mobile telephone operator to receive, from the mobile telephone, criteria defining the goods or services required;

(b) a searching system connected to receive the criteria and perform automated searches against those criteria using resources provided by suppliers of the goods or services and to send results over the communications network to the mobile telephone;

(c) an electronic commerce and billing engine operating to allow the user of the mobile telephone to order goods or services from the operator and not the supplier.

2. The system of Claim 1 in which the searching system uses business logic defined by the operator to prioritise or filter search results according to predefined rules set by the operator.

3. The system of Claim 1 in which the searching system automatically interrogates web based resources from suppliers to allow a user of the mobile telephone to compare similar goods or services from different suppliers without those suppliers needing to provide wireless protocol specific data.

4. The system of Claim 1 in which the searching system automates user defined processes, enabling the user to delegate tasks to the searching system without the need for continued real time connection to the Internet.

5. The system of Claim 1 in which the searching system can be modified by user defined preferences or profiles.

6. The system of Claim 1 in which the searching system can supply data records defining the details of the process used by customers to look for goods or services to purchase.

7. A method of enabling a mobile telephone to be used to locate goods or services, comprising the following steps:

(a) a mobile telephone operator receiving, from the mobile telephone, criteria defining the goods or services required;

(b) the mobile telephone operator then (i) directly or indirectly obtaining from a supplier information describing one or more goods or services meeting the criteria and providing that information to the mobile telephone and (ii) allowing the user of the mobile telephone to order goods or services directly from it and not the supplier.

8. The method of Claim 7 in which the user of the mobile telephone can make a purchase by sending a request to the operator, who in turn completes the purchase transaction with an applicable supplier.

9. The method of Claim 7 in which the costs of goods or services purchased are added to a regular bill which includes costs of voice services supplied by the mobile operator to the user of the mobile telephone.

10. The method of Claim 7 in which the mobile telephone user sends a request for goods and services using a protocol which is device and bearer agnostic.

11. The method of Claim 10 in which the request is directed to the operator, who then routes it through to a server which initiates a web based search through web based resources from appropriate suppliers.

Figure 1

First view

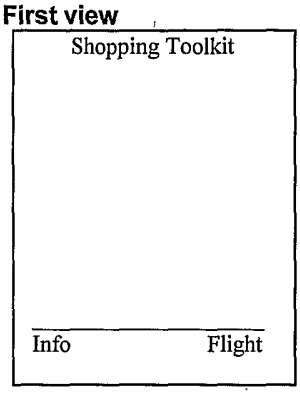


Figure 2

Home page Interface

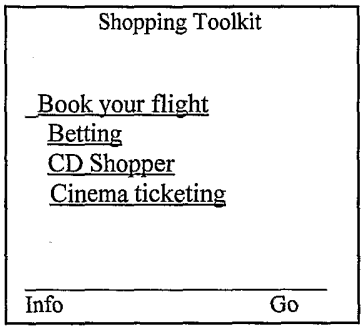


Figure 3

First page view

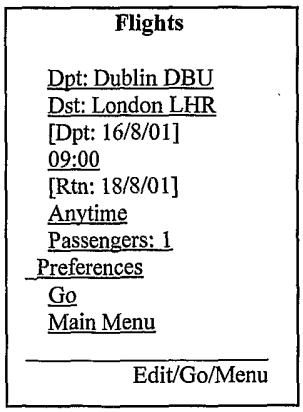


Figure 4

Departure Airport

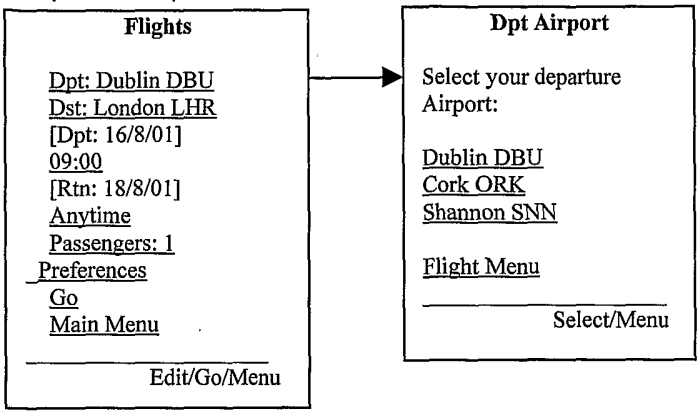


Figure 5

Destination Airport (according to the departure airport)

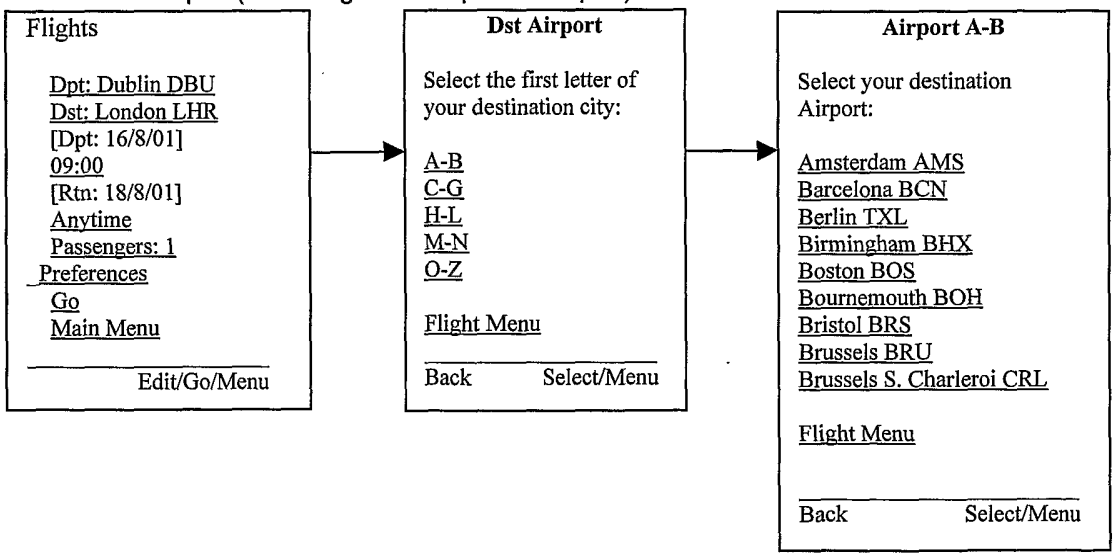
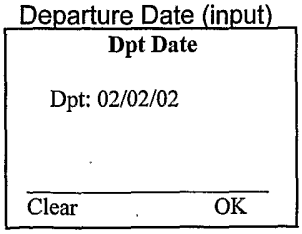


Figure 6

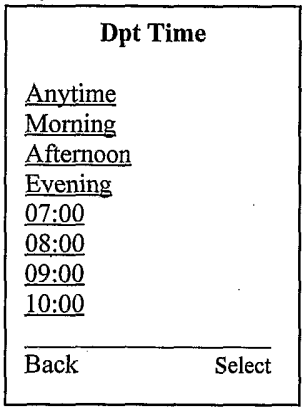
Departure Date (input)



- The "Dpt: " can't be deleted.
- The "/" are part of the template
- Only numbers are acceptable
- Empty input is acceptable

Figure 7

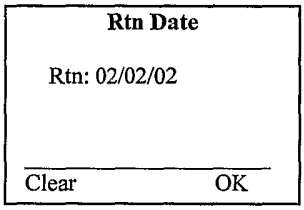
Departure Time



* When a number appears on the left side of the link, it is possible to select the item by pressing the number instead of scrolling down and pressing OK.

Figure 8

Return Date (input)



- The "Rtn: " can't be deleted.
- The "/" are part of the template
- Only numbers are acceptable
- Empty input is acceptable

Figure 9

Return Time

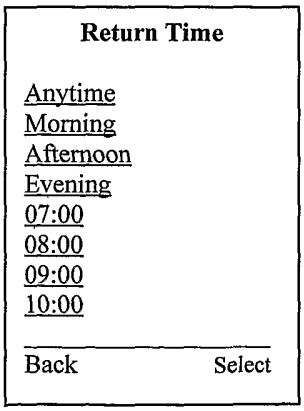


Figure 10

Number Of Tickets

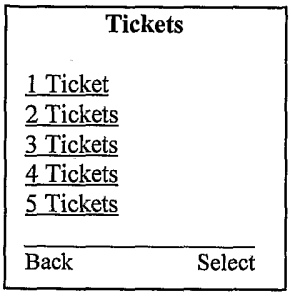


Figure 11

Preferences main page

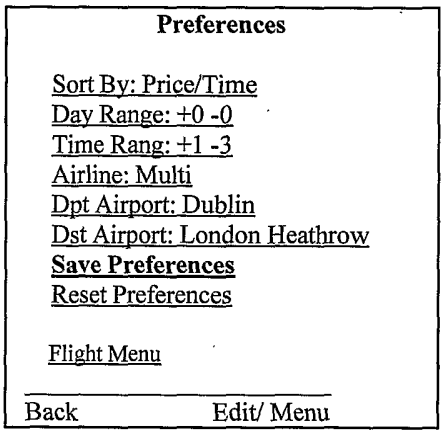


Figure 12

Preferred Sorting Order (Select)

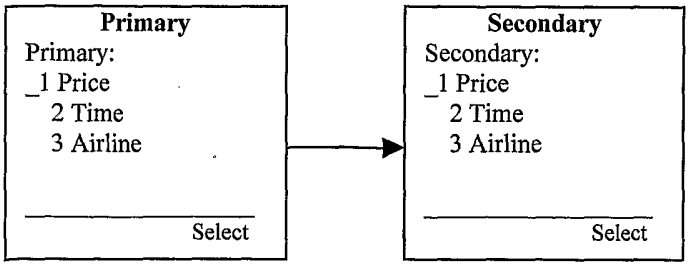


Figure 13

Preferred Day Range (Select)

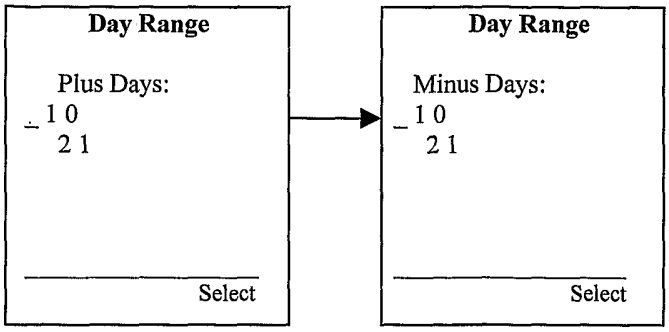
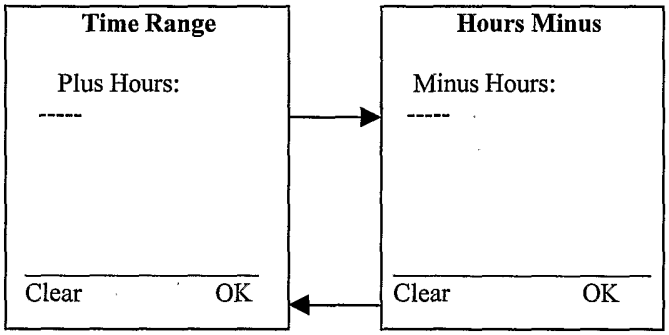


Figure 14

Preferred Time Range (input)



- Only numbers are acceptable
- Empty input = 0

Figure 15

Preferred Departure Airport

Figure 16

Preferred Destination Airport

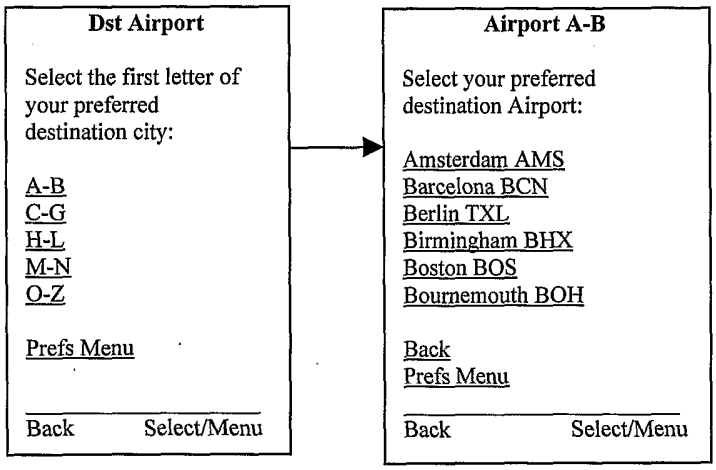


Figure 17

Preferred Airline

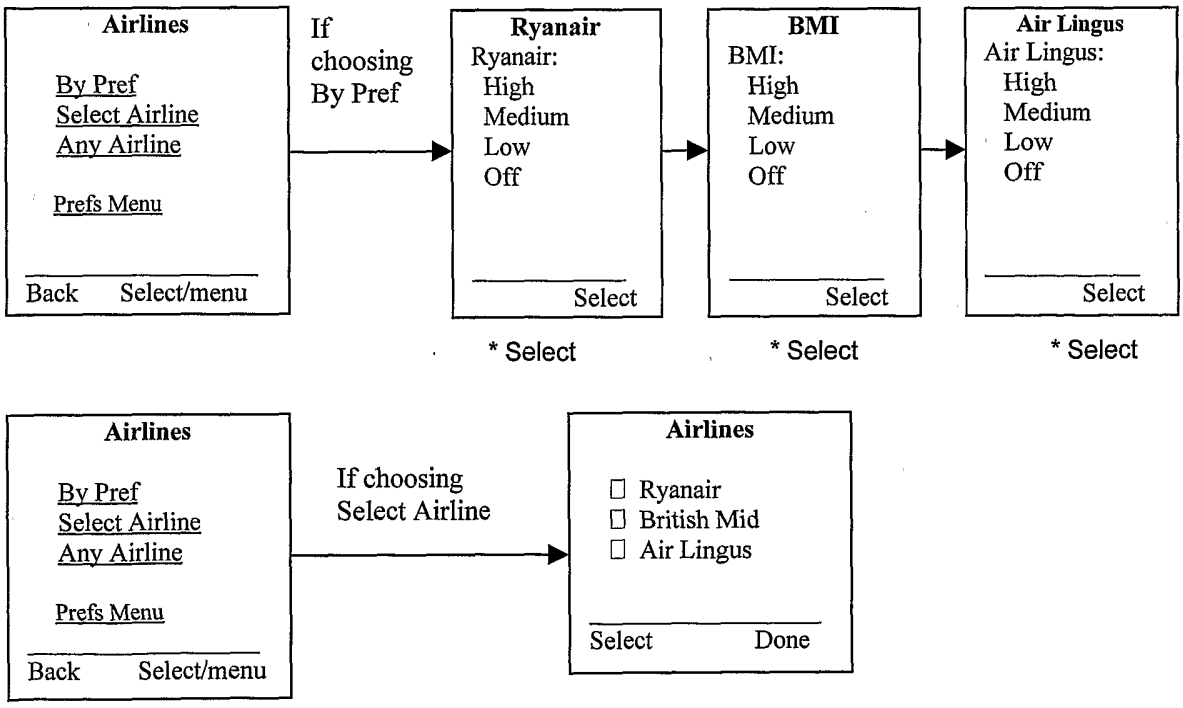
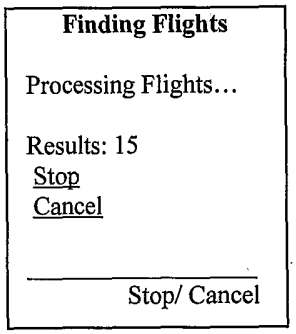


Figure 18

Search results



Stop – The search will stop and the first result will appear.
Cancel – The search will stop and the main page will appear.

Figure 19

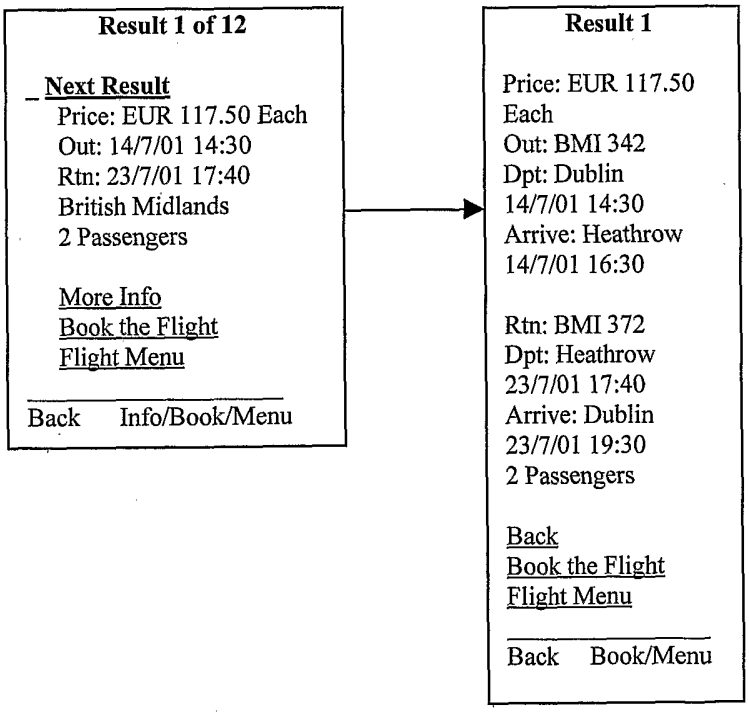
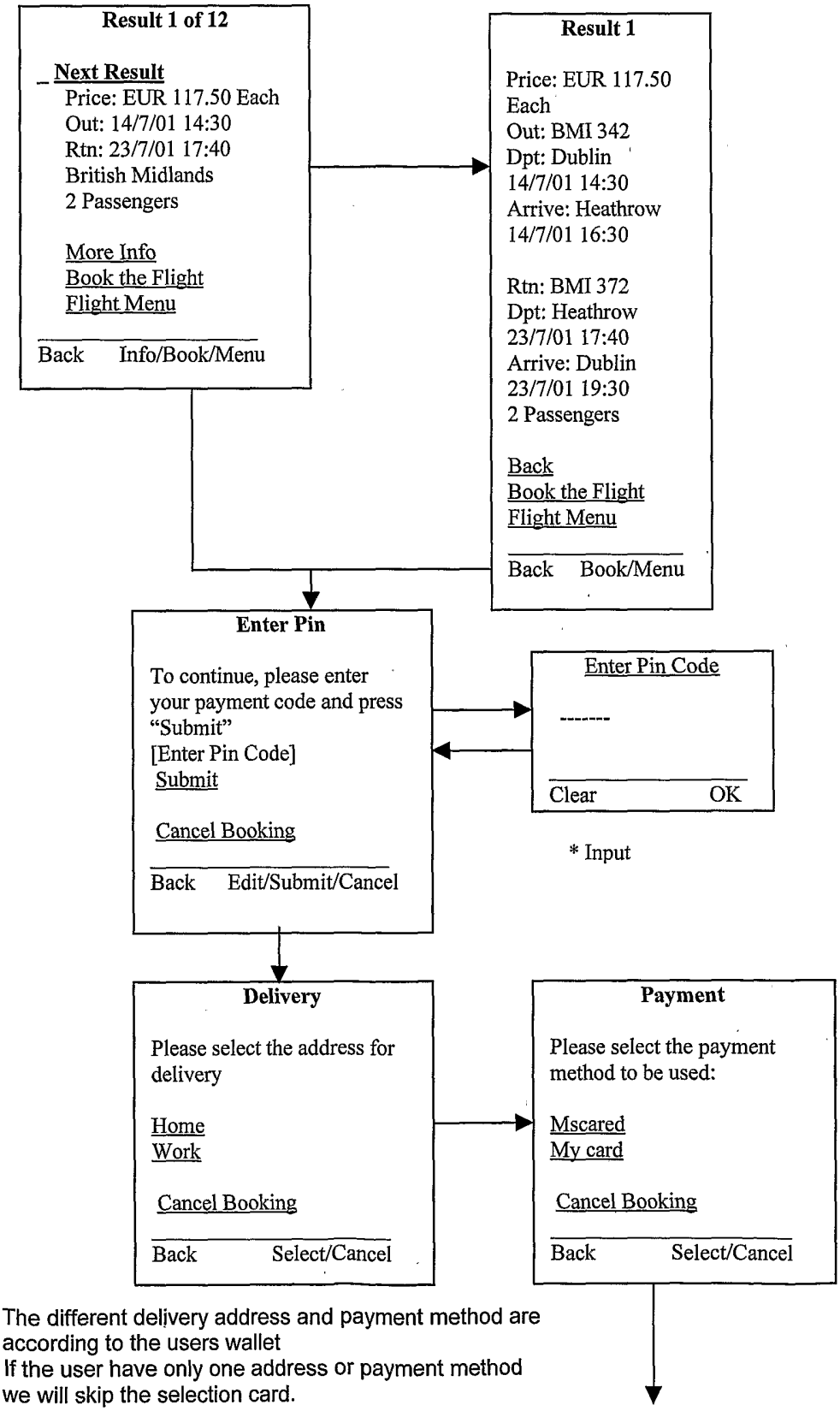


Figure 20

Flight - payment interface



- The different delivery address and payment method are according to the users wallet
- If the user have only one address or payment method we will skip the selection card.

Figure 20 (contd.)

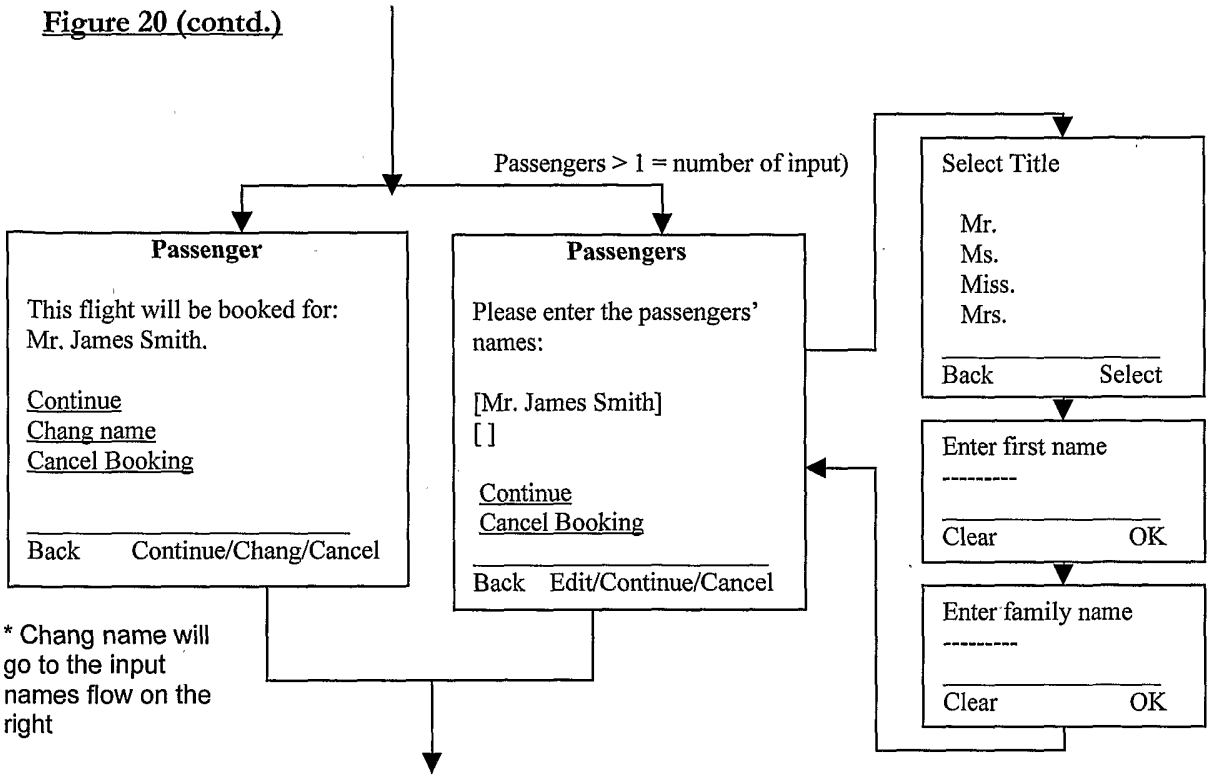


Figure 21

Flight - payment confirmation

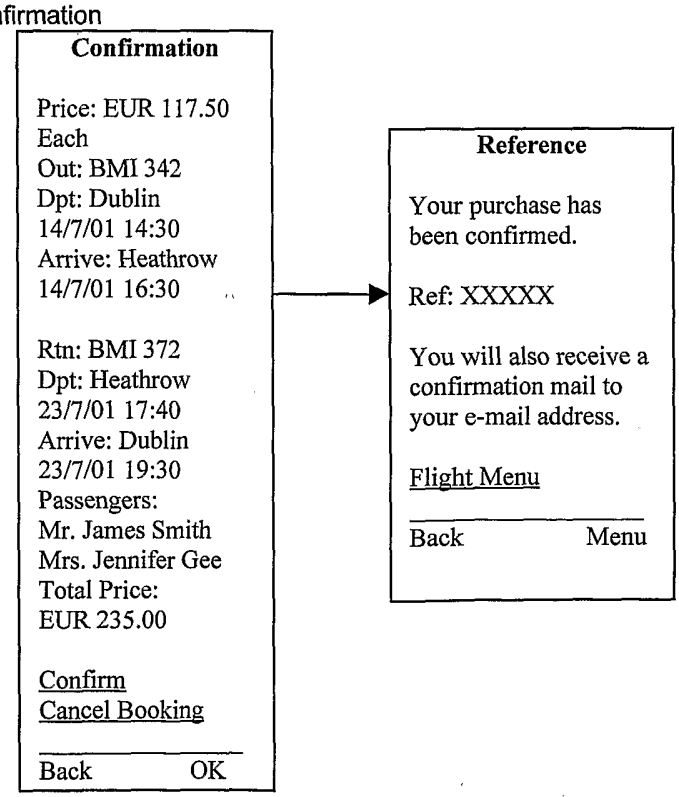


Figure 22

SMS – Flight - Process flow

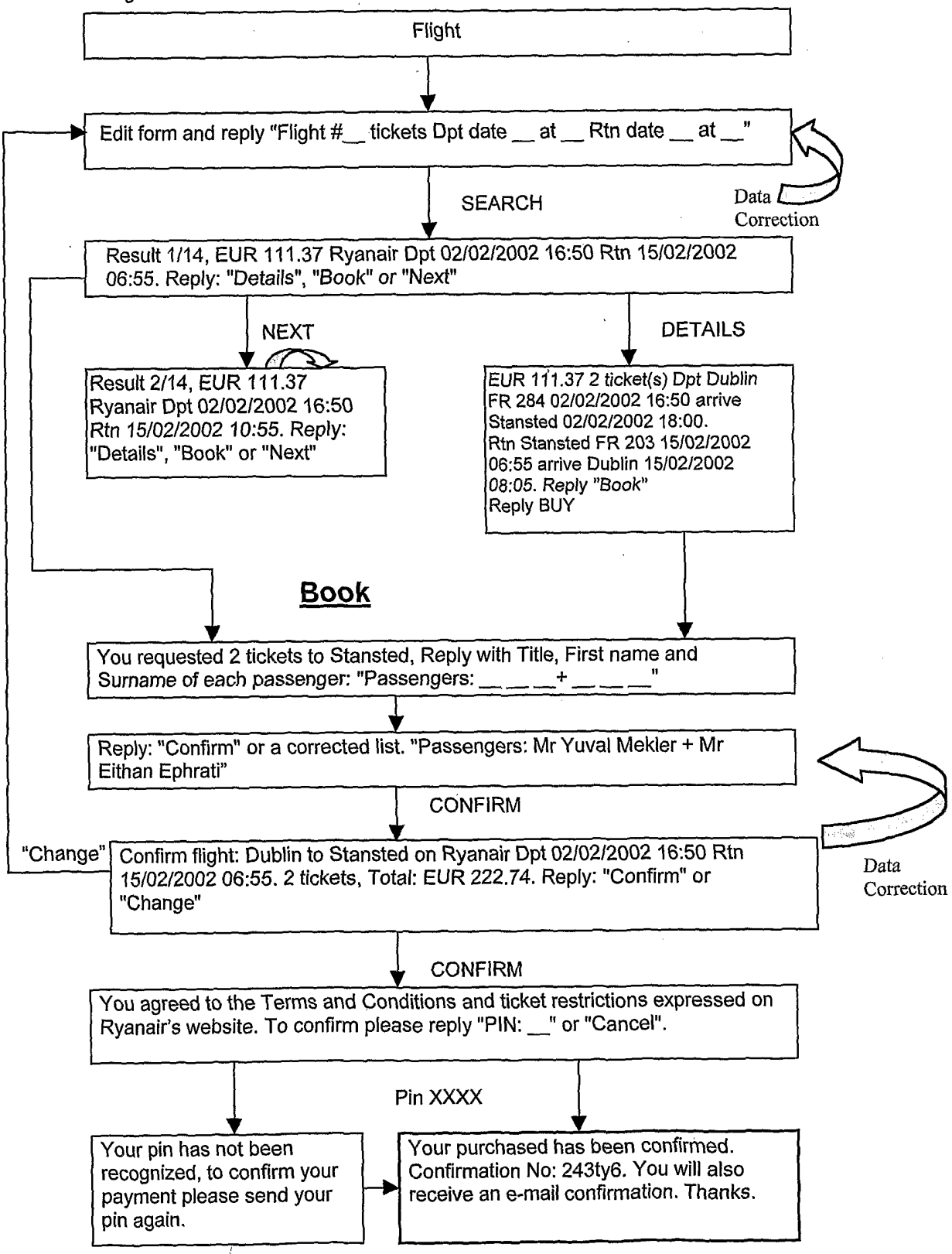


Figure 23

First page view

* Preferences - Edit
All the rest - Go

Figure 24

Search by artist (Input)

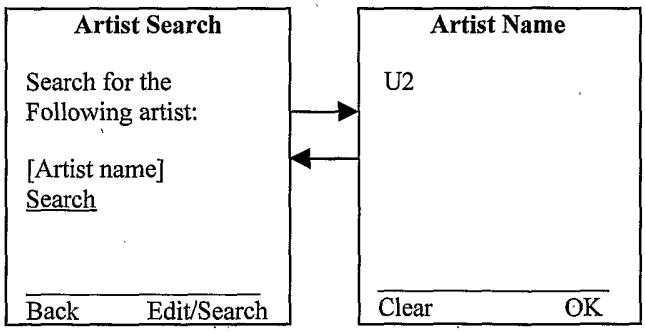


Figure 25

Search by Album (Input)

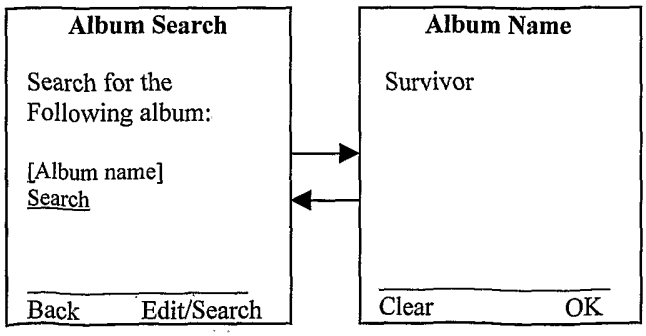


Figure 26

Top 30

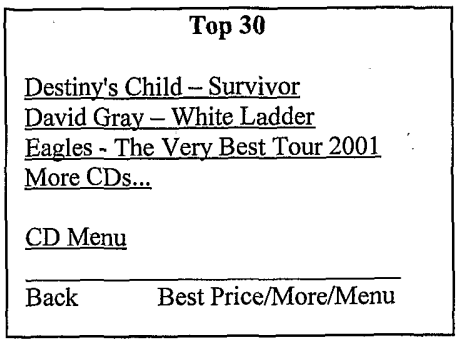


Figure 27

Categories

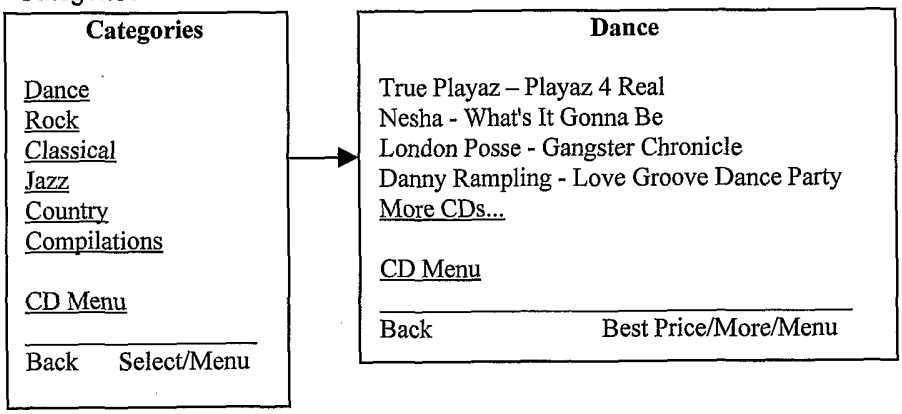
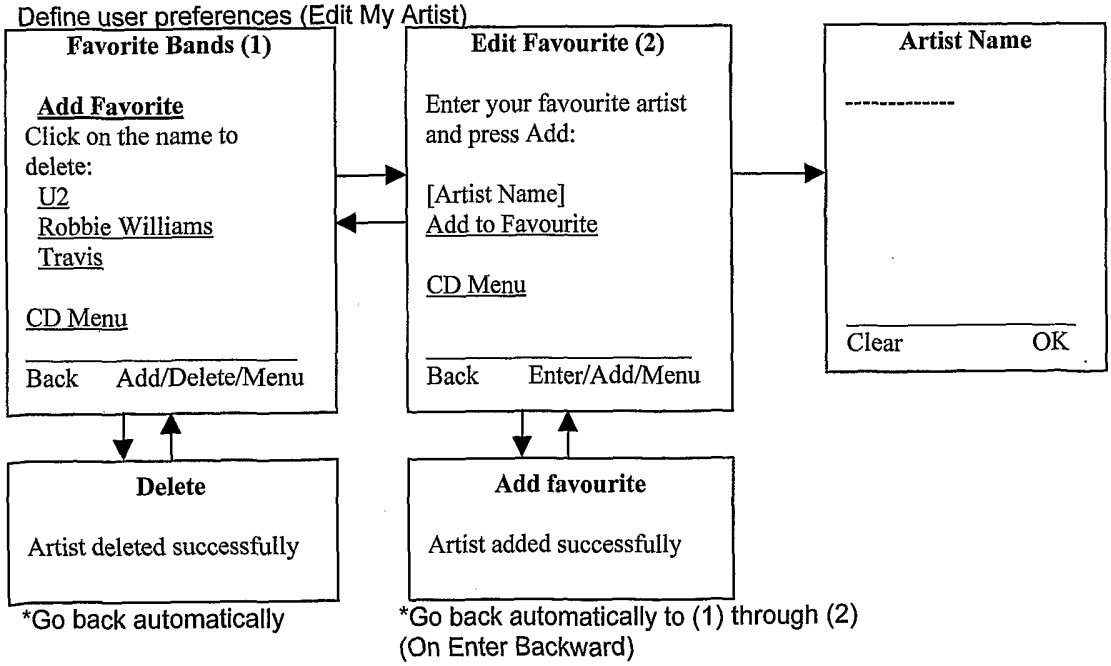


Figure 28

Define user preferences (Edit My Artist)



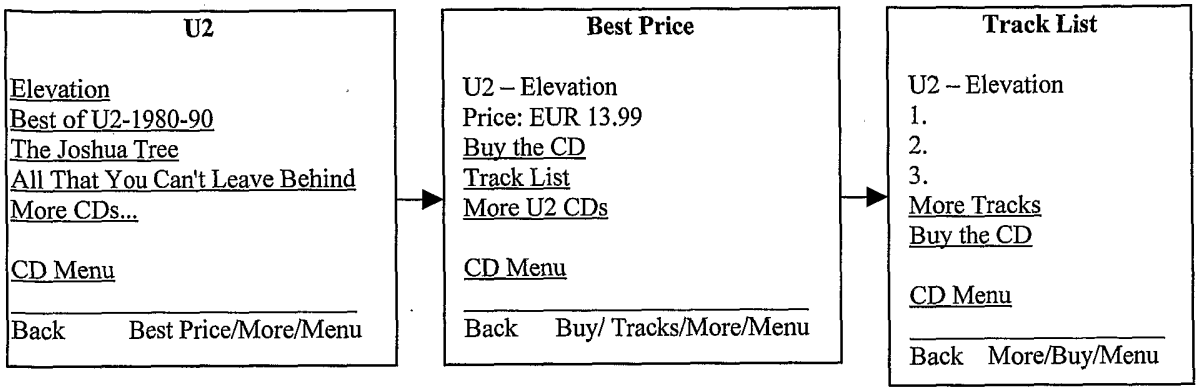
*Go back automatically

*Go back automatically to (1) through (2)
(On Enter Backward)

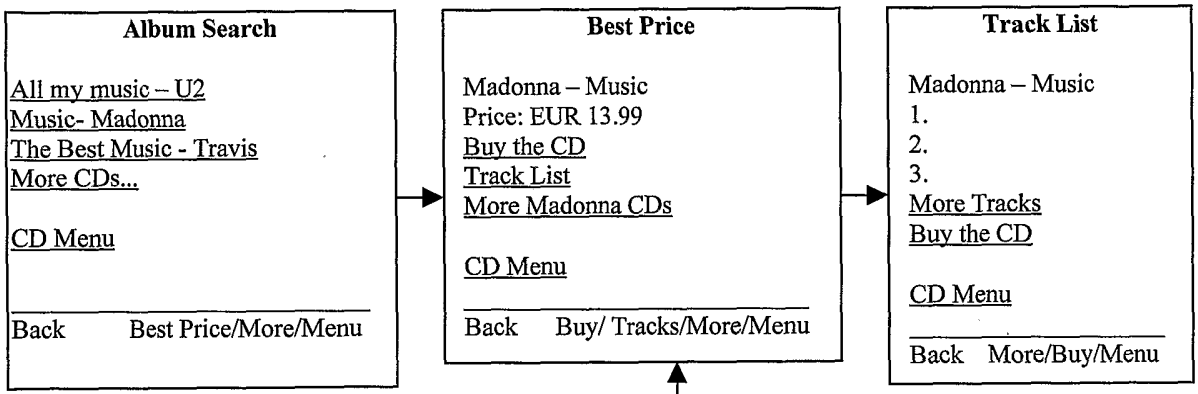
Figure 29

CD Results

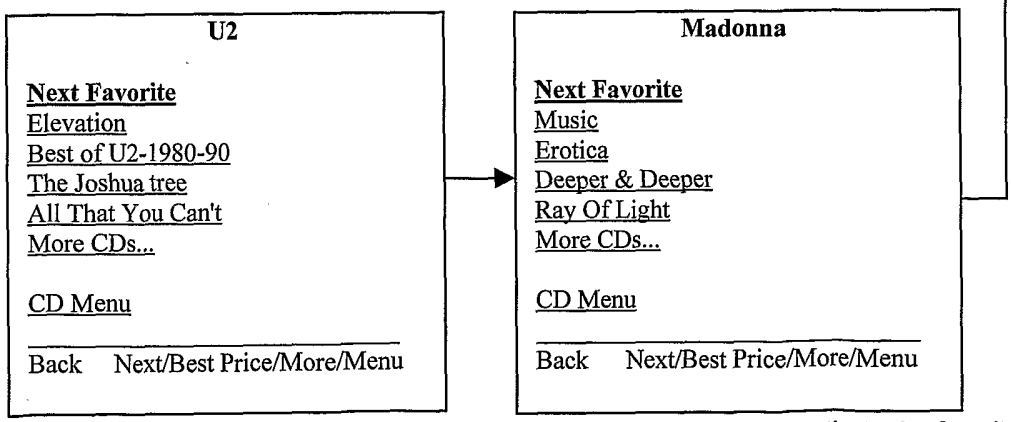
Search by Artist – results



Search by Album – results



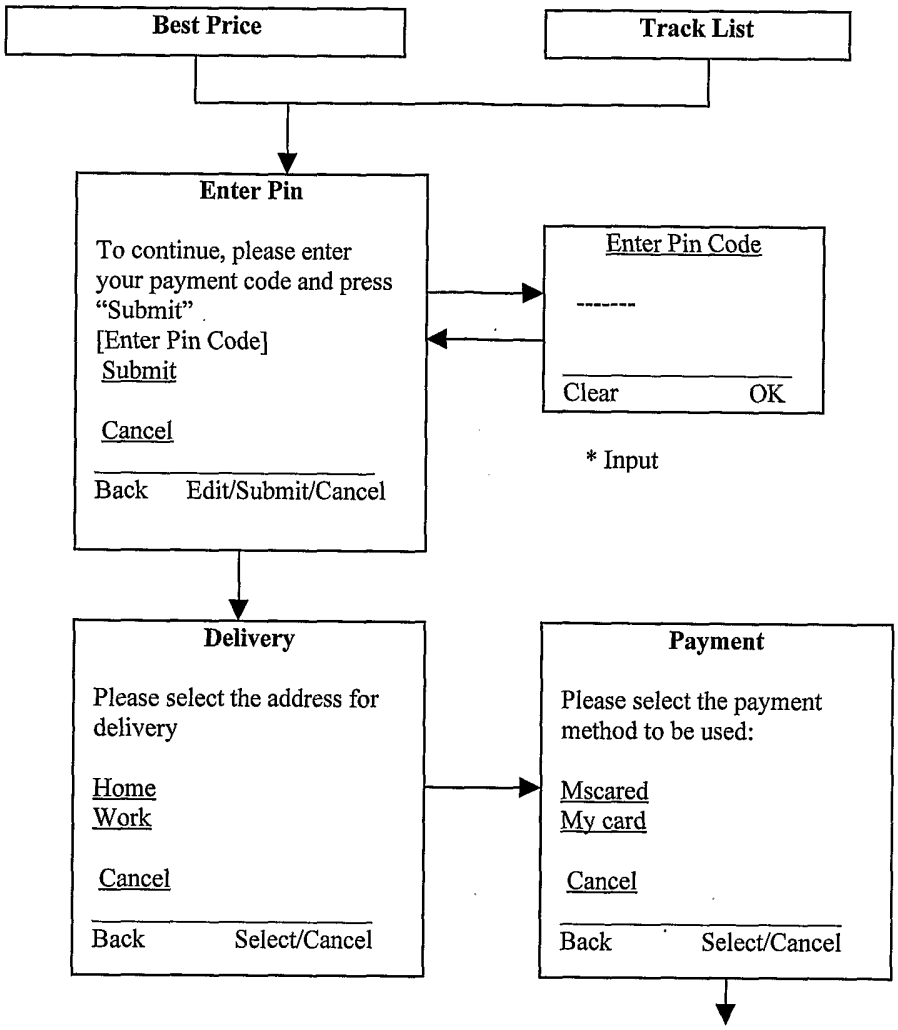
Search favorites results:



- Selecting Next Favorite will sow the same view for the next artist in the favorite list
- In the last favourite page the "Next Favourite" link will not appear
- "More Tracks" and "More CD" will appear only when more item are available.

Figure 30

CD - payment interface



- The different delivery address and payment method are according to the users wallet
- If the user has only one address or payment method we will skip the selection card.

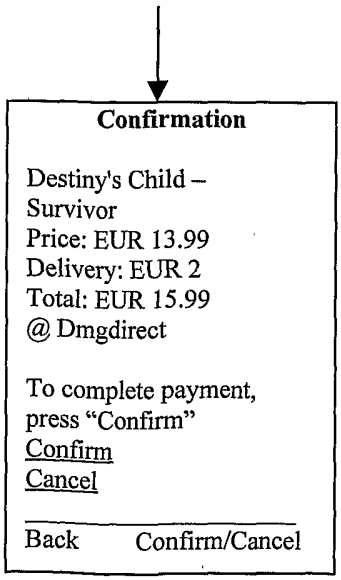


Figure 30 (contd)

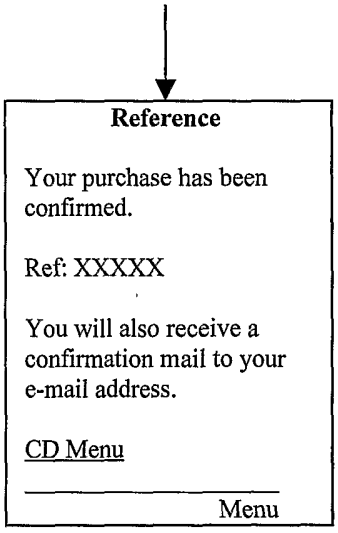


Figure 31

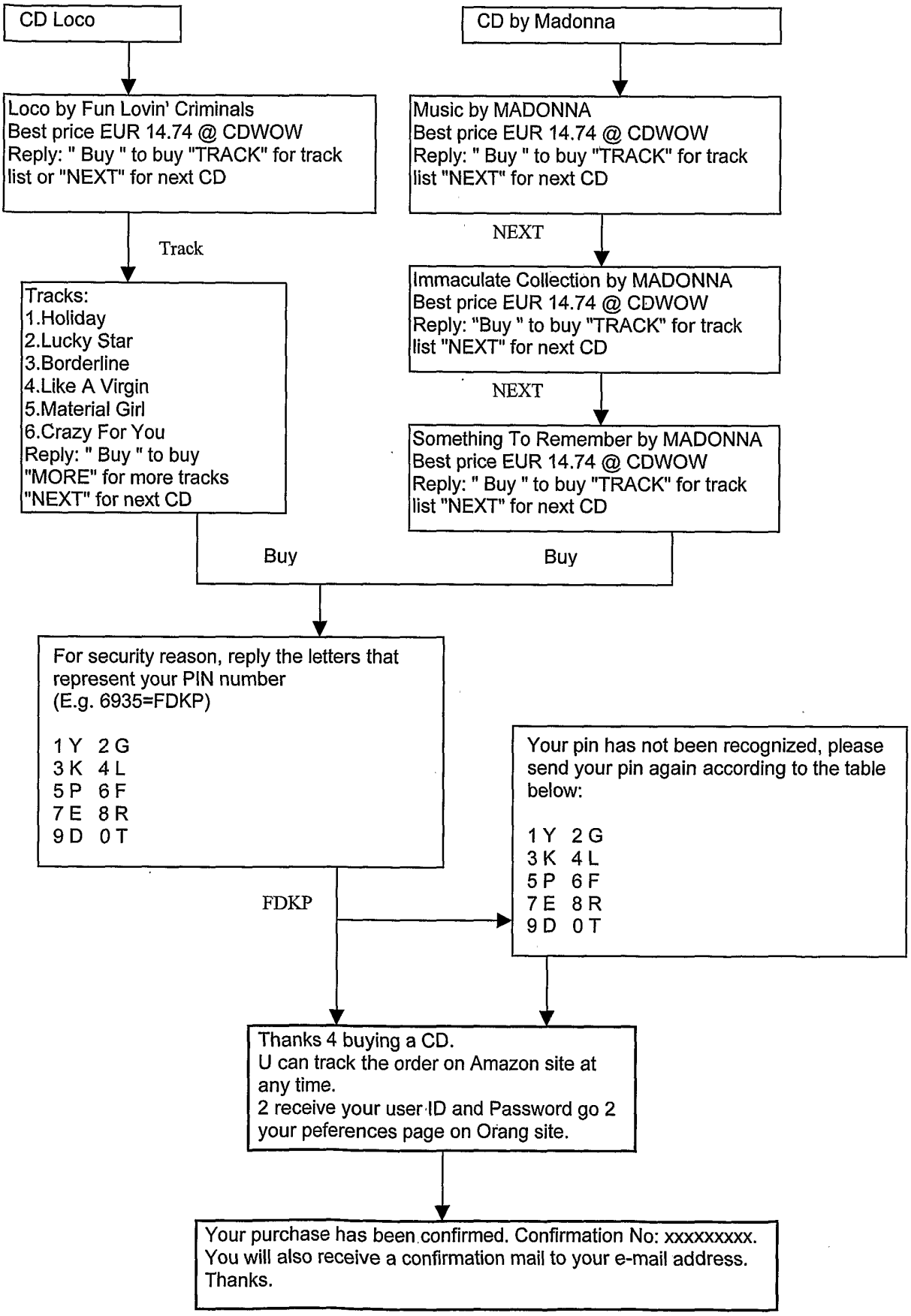

CD Loco
CD by Madonna
Loco by Fun Lovin' Criminals
Best price EUR 14.74 @ CDWOW
Reply: " Buy " to buy "TRACK" for track list or "NEXT" for next CD
Music by MADONNA
Best price EUR 14.74 @ CDWOW
Reply: " Buy " to buy "TRACK" for track list "NEXT" for next CD
Track
NEXT
Tracks:
1.Holiday
2.Lucky Star
3.Borderline
4.Like A Virgin
5.Material Girl
6.Crazy For You
Reply: " Buy " to buy "MORE" for more tracks "NEXT" for next CD
Immaculate Collection by MADONNA
Best price EUR 14.74 @ CDWOW
Reply: "Buy " to buy "TRACK" for track list "NEXT" for next CD
NEXT
Something To Remember by MADONNA
Best price EUR 14.74 @ CDWOW
Reply: " Buy " to buy "TRACK" for track list "NEXT" for next CD
Buy
Buy
For security reason, reply the letters that represent your PIN number
(E.g. 6935=FDKP)
1 Y 2 G
3 K 4 L
5 P 6 F
7 E 8 R
9 D 0 T
Your pin has not been recognized, please send your pin again according to the table below:
1 Y 2 G
3 K 4 L
5 P 6 F
7 E 8 R
9 D 0 T
FDKP
Thanks 4 buying a CD.
U can track the order on Amazon site at any time.
2 receive your user ID and Password go 2 your peferences page on Orang site.
Your purchase has been confirmed. Confirmation No: xxxxxxxxx.
You will also receive a confirmation mail to your e-mail address.
Thanks.

Figure 32

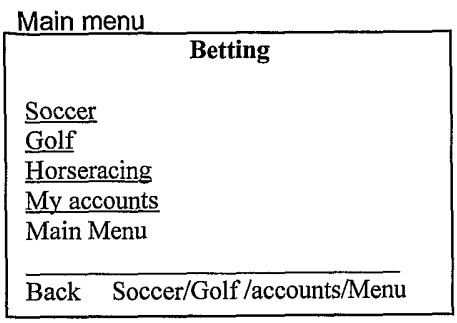


Figure 33

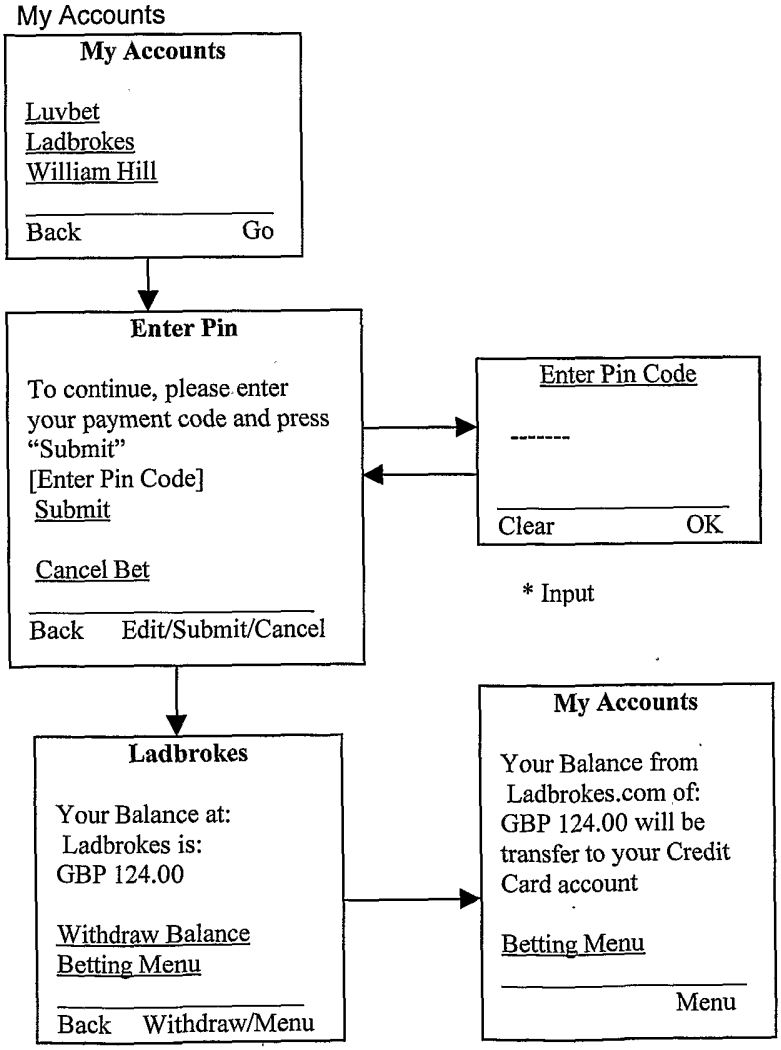


Figure 34

Soccer Menu

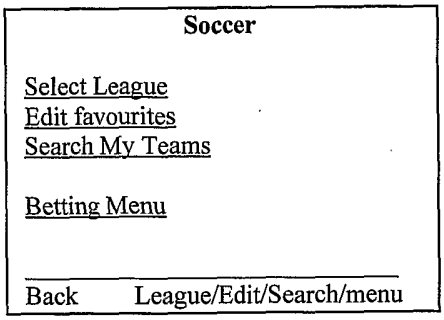
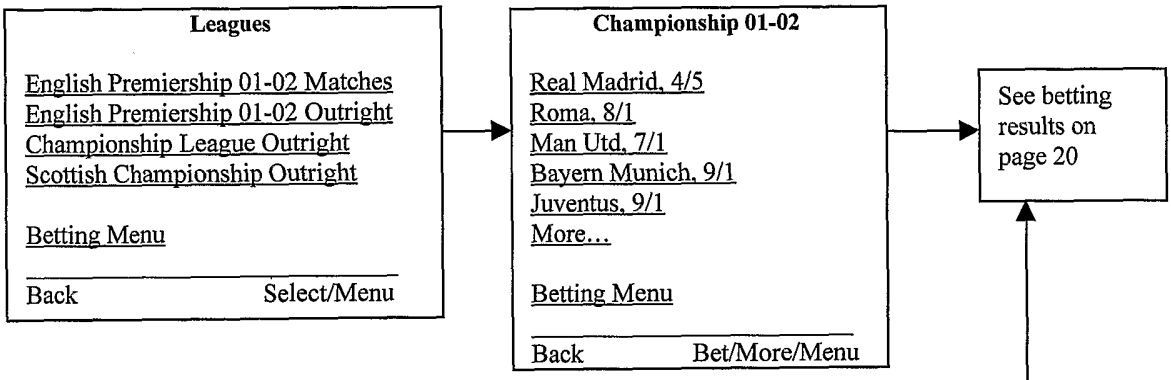


Figure 35

Select League and match

Bets on the winner of a league:



Bets on the winner of a match:

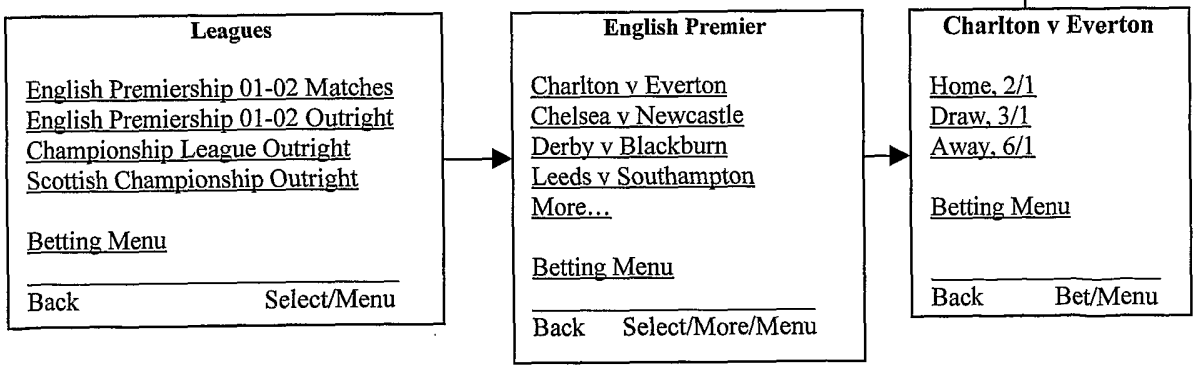
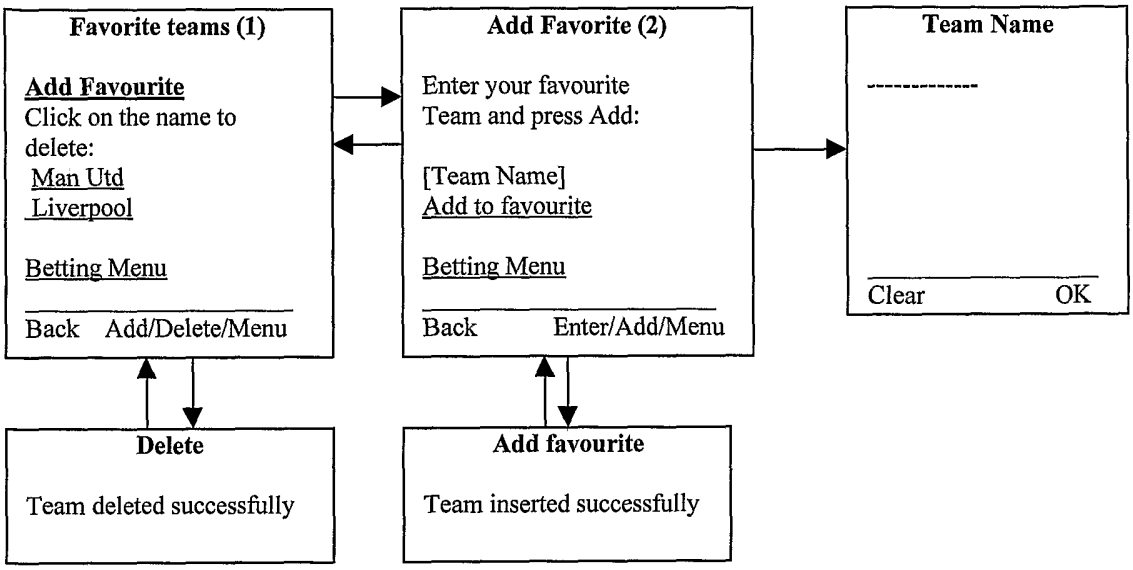


Figure 36

Define user preferences

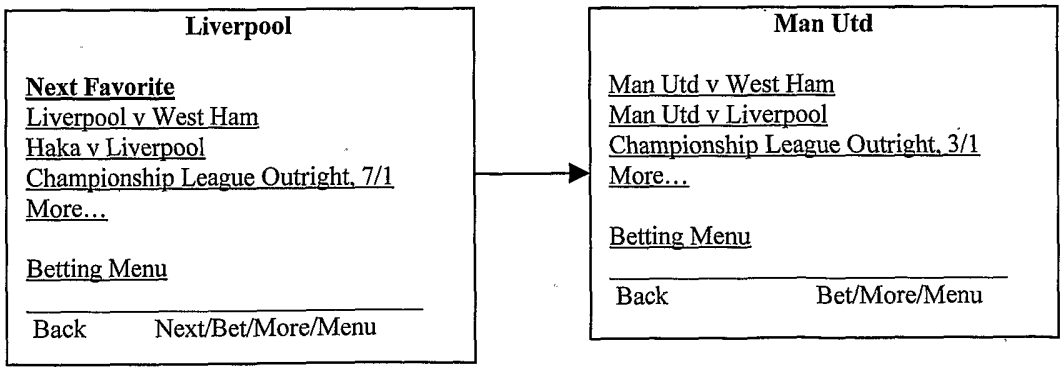


*Go back automatically

*Go back automatically to (1) through (2) (On Enter Backward)

Figure 37

Favorite Team Results



- Selecting Next Favorite will sow the same view for the next team in the favorite list
- In the last favourite page the "Next Favourite" link will not appear
- "More..." will appear only when more item are available.

Figure 38

Golf Menu

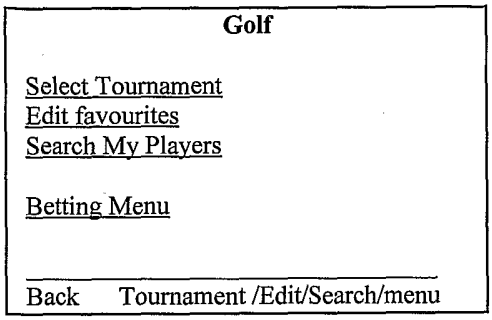


Figure 39

Select Tournament

Bets on the winner of a tournament:

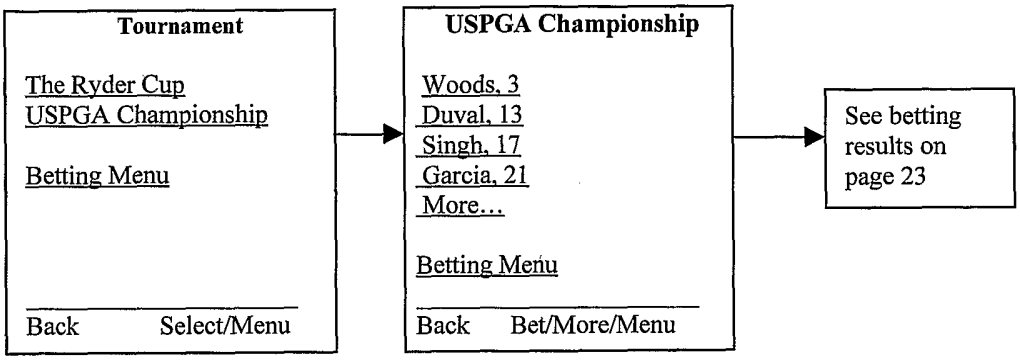
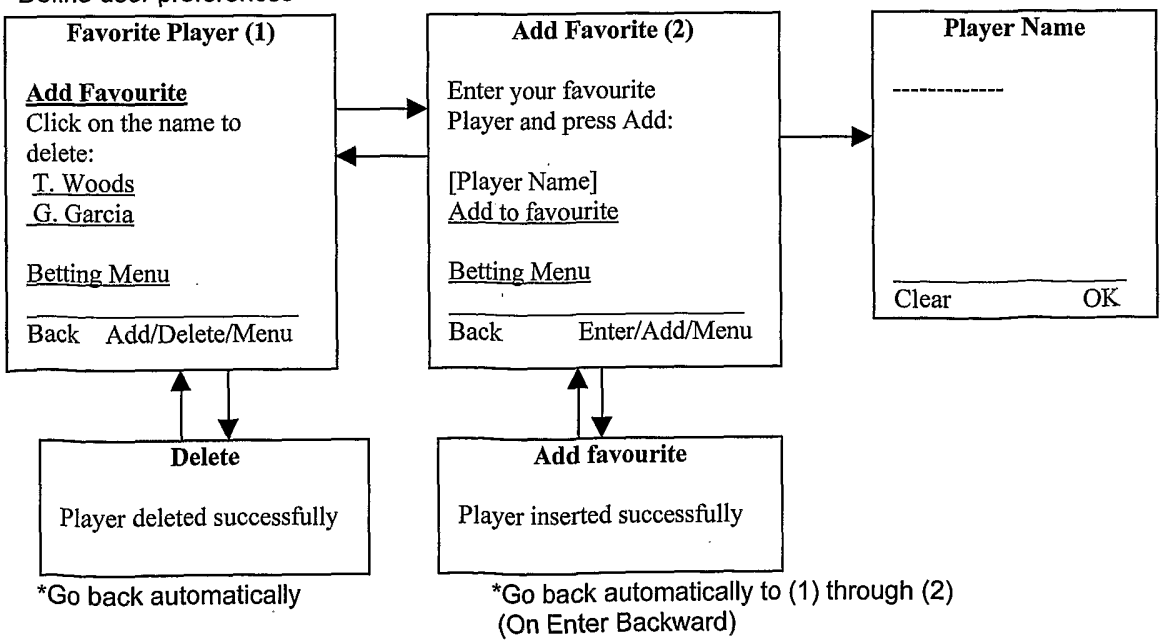


Figure 40

Define user preferences

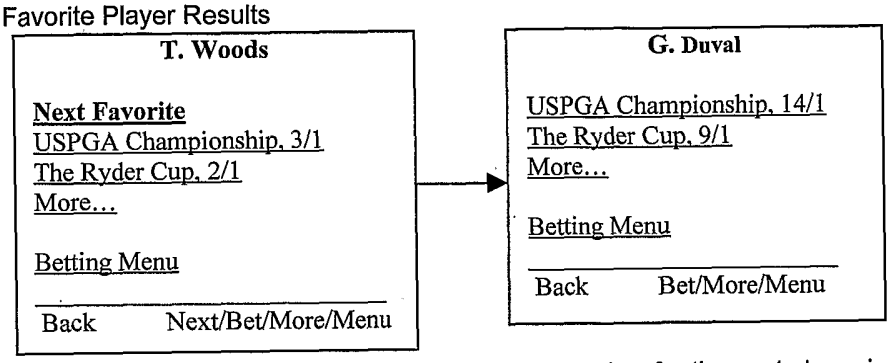


*Go back automatically

*Go back automatically to (1) through (2) (On Enter Backward)

Figure 41

Favorite Player Results



- Selecting Next Favorite will show the same view for the next player in the favorite list
- In the last favourite page the "Next Favourite" link will not appear
- "More..." will appear only when more item are available.

Figure 42

Select course and time

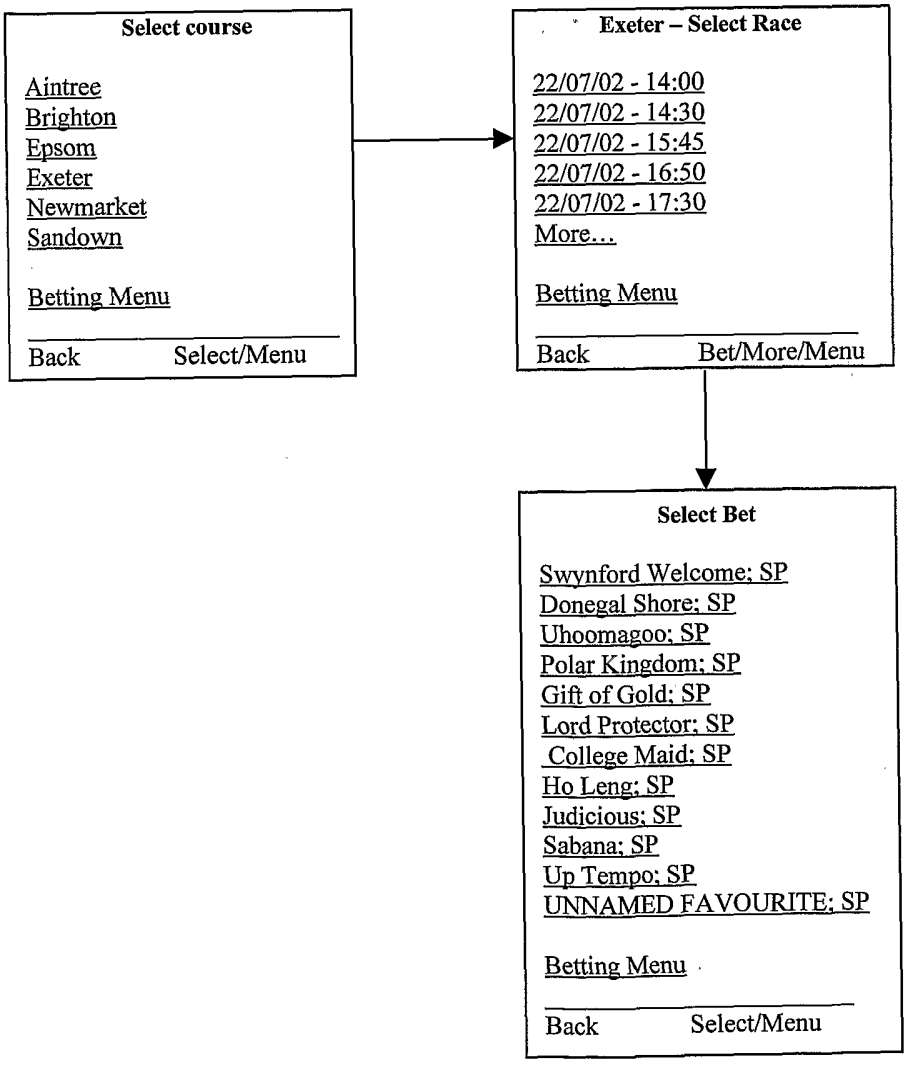
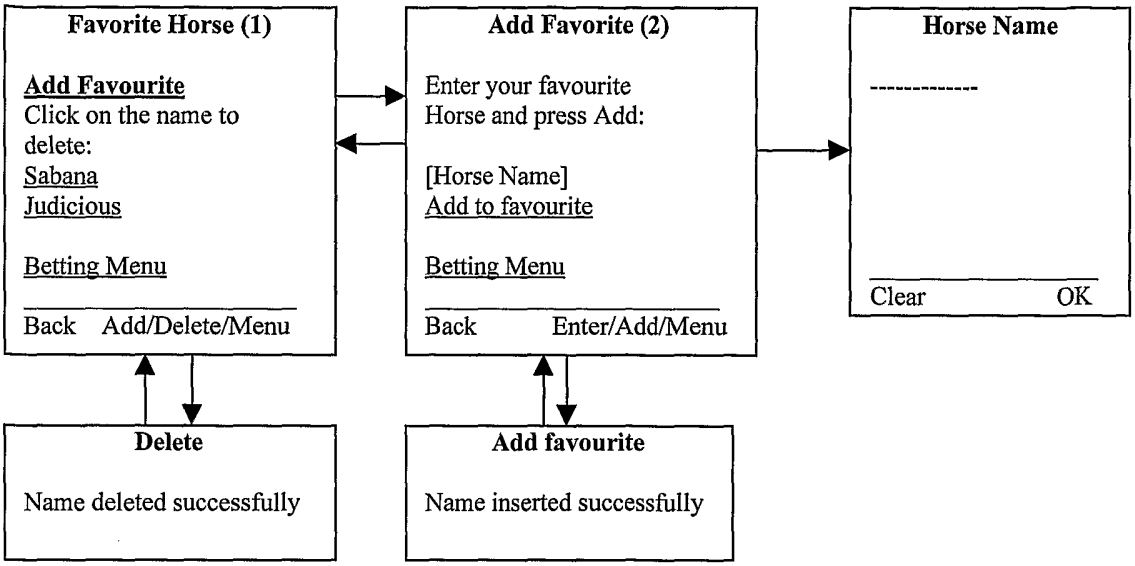


Figure 43

Define user preferences

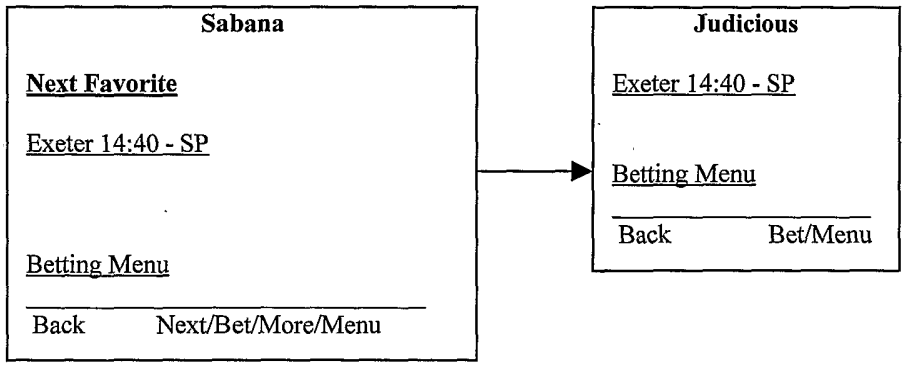


*Go back automatically

*Go back automatically to (1) through (2) (On Enter Backward)

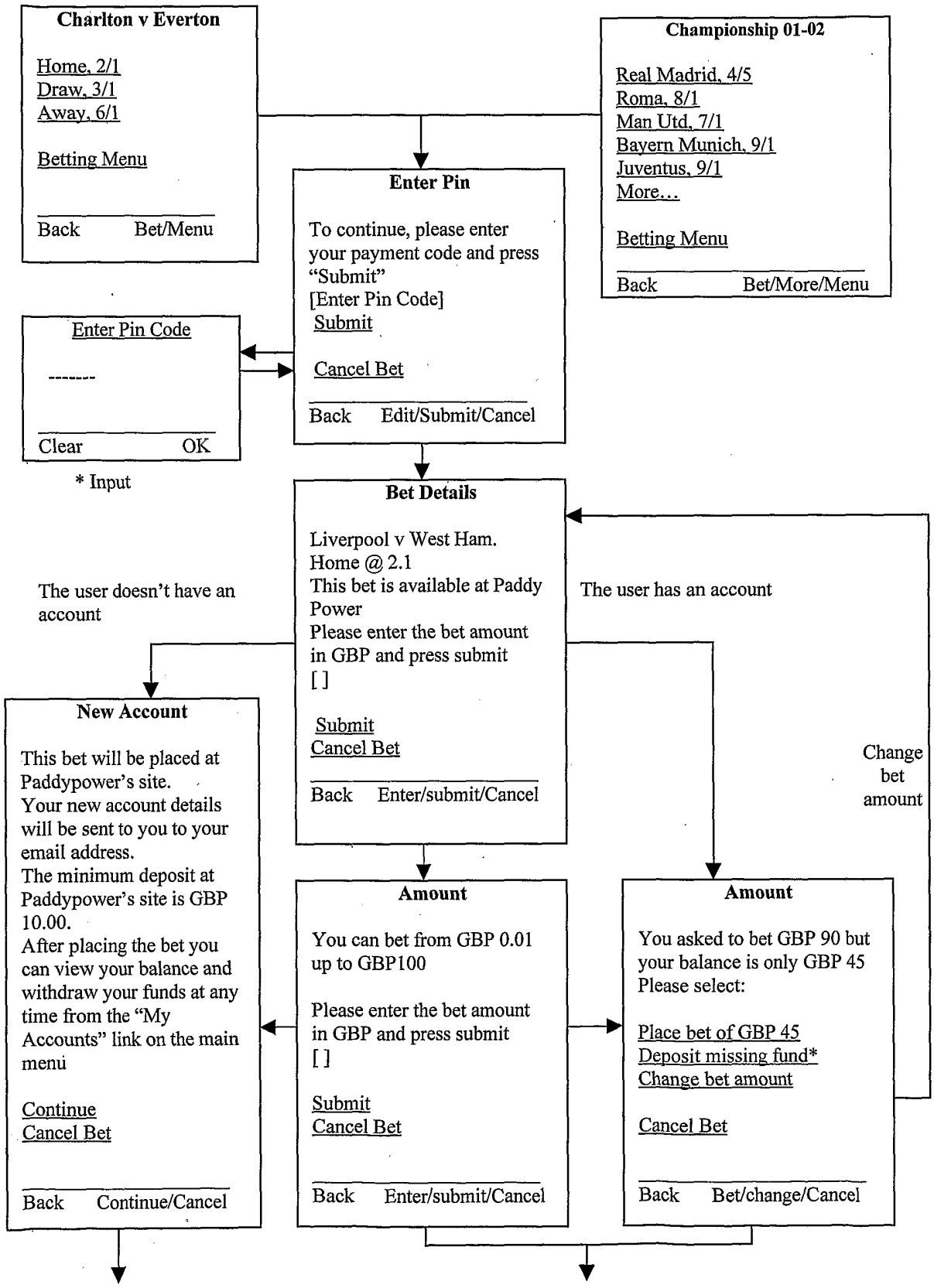
Figure 44

Favourite Horse Results



- Selecting Next Favorite will sow the same view for the next horse in the favorite list
- In the last favourite page the "Next Favourite" link will not appear

Figure 45
Betting - payment interface



- If the missing fund for a bet is smaller than the minimum deposit, the link will change to: **"Deposit Min of GBP** (the minimum deposit on the selected site) **and bet GBP XXX** "

Figure 45 (contd.)

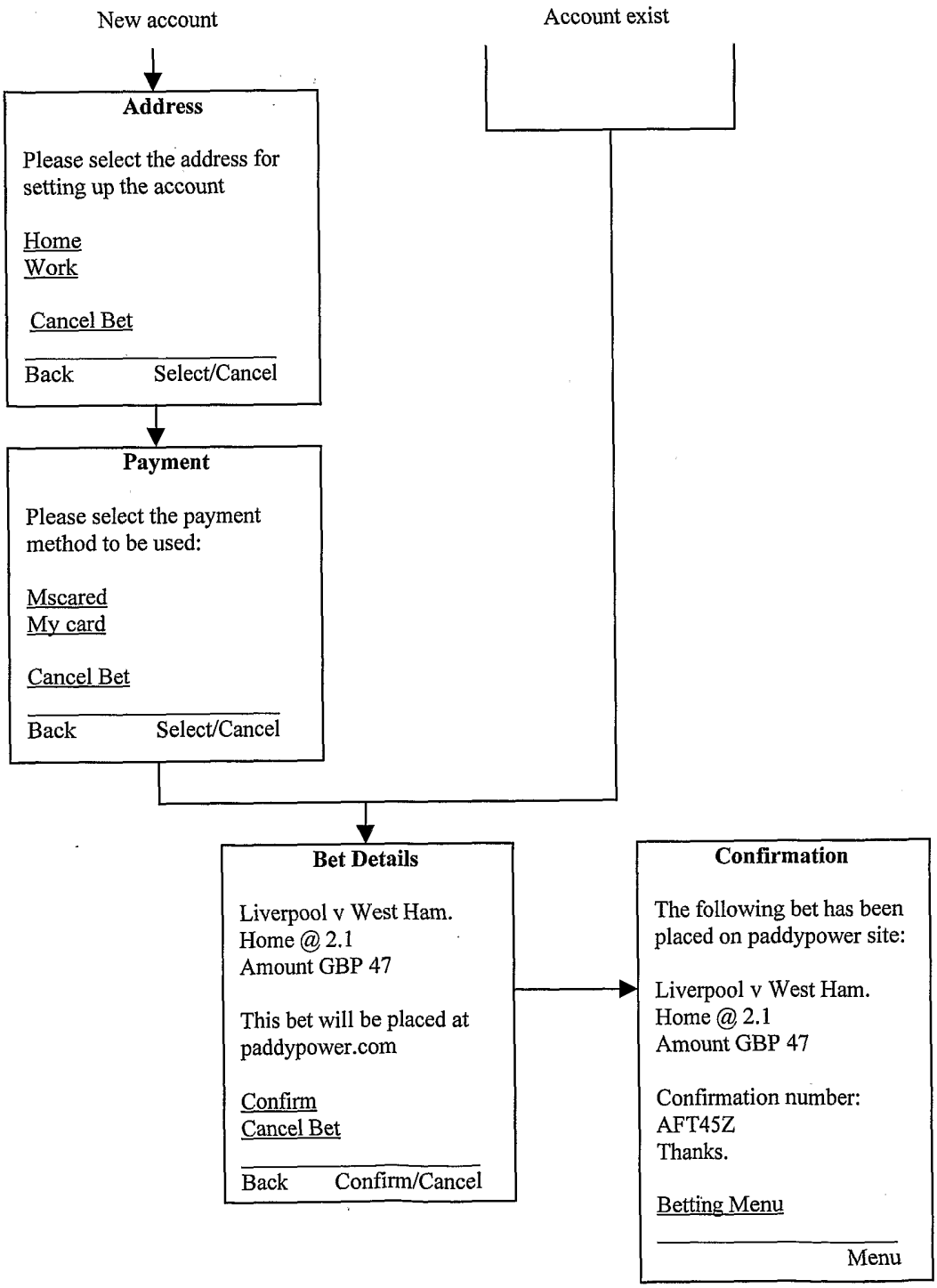


Figure 46

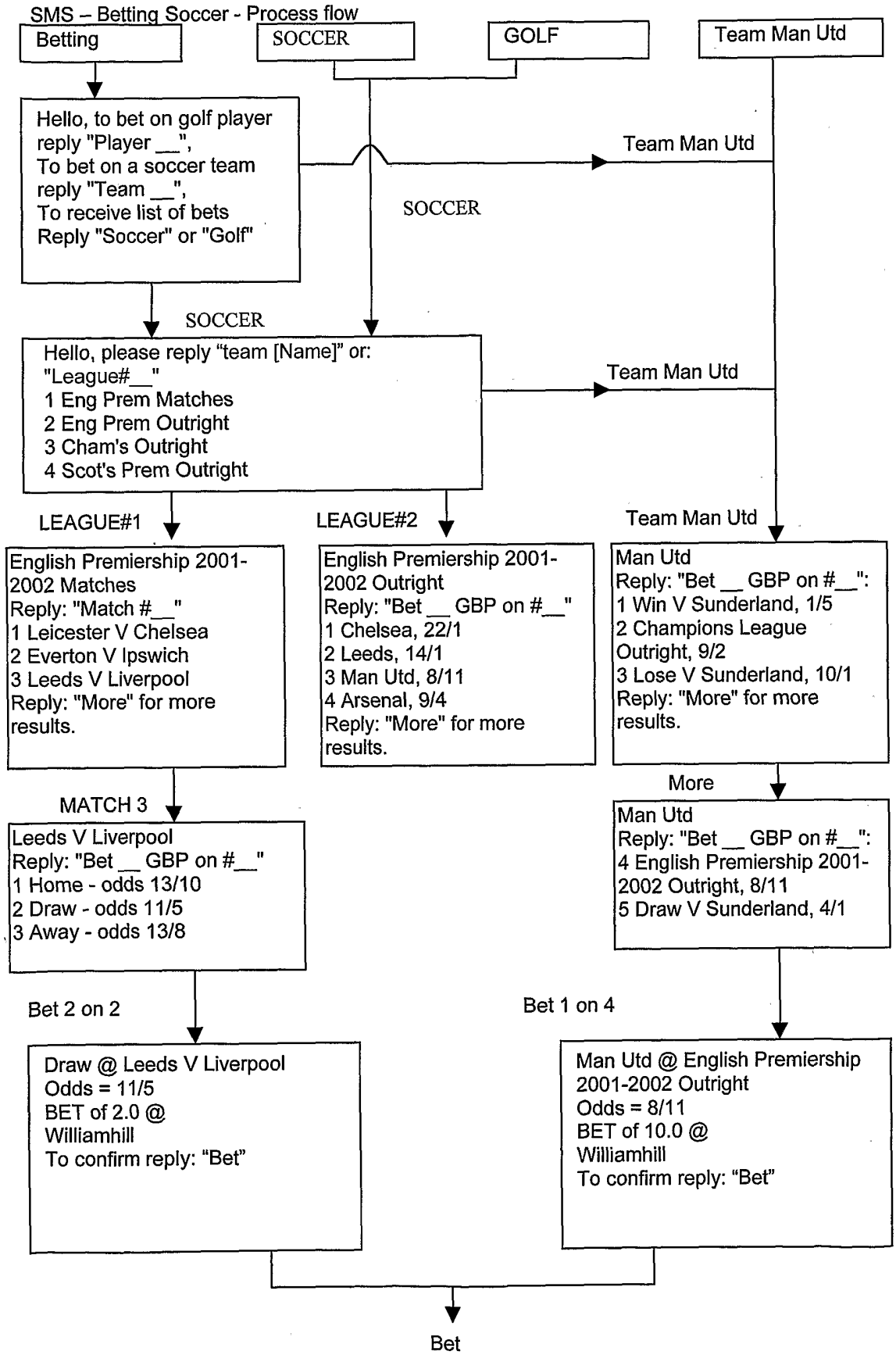

SMS – Betting Soccer - Process flow
Betting
SOCCER
GOLF
Team Man Utd
Hello, to bet on golf player reply "Player __", To bet on a soccer team reply "Team __", To receive list of bets Reply "Soccer" or "Golf"
Team Man Utd
SOCCER
SOCCER
Hello, please reply "team [Name]" or: "League#__" 1 Eng Prem Matches 2 Eng Prem Outright 3 Cham's Outright 4 Scot's Prem Outright
Team Man Utd
LEAGUE#1
LEAGUE#2
Team Man Utd
English Premiership 2001-2002 Matches Reply: "Match #__" 1 Leicester V Chelsea 2 Everton V Ipswich 3 Leeds V Liverpool Reply: "More" for more results.
English Premiership 2001-2002 Outright Reply: "Bet __ GBP on #__" 1 Chelsea, 22/1 2 Leeds, 14/1 3 Man Utd, 8/11 4 Arsenal, 9/4 Reply: "More" for more results.
Man Utd Reply: "Bet __ GBP on #__": 1 Win V Sunderland, 1/5 2 Champions League Outright, 9/2 3 Lose V Sunderland, 10/1 Reply: "More" for more results.
More
MATCH 3
Leeds V Liverpool Reply: "Bet __ GBP on #__" 1 Home - odds 13/10 2 Draw - odds 11/5 3 Away - odds 13/8
Man Utd Reply: "Bet __ GBP on #__": 4 English Premiership 2001-2002 Outright, 8/11 5 Draw V Sunderland, 4/1
Bet 2 on 2
Bet 1 on 4
Draw @ Leeds V Liverpool Odds = 11/5 BET of 2.0 @ Williamhill To confirm reply: "Bet"
Man Utd @ English Premiership 2001-2002 Outright Odds = 8/11 BET of 10.0 @ Williamhill To confirm reply: "Bet"
Bet

Figure 46 (contd.)

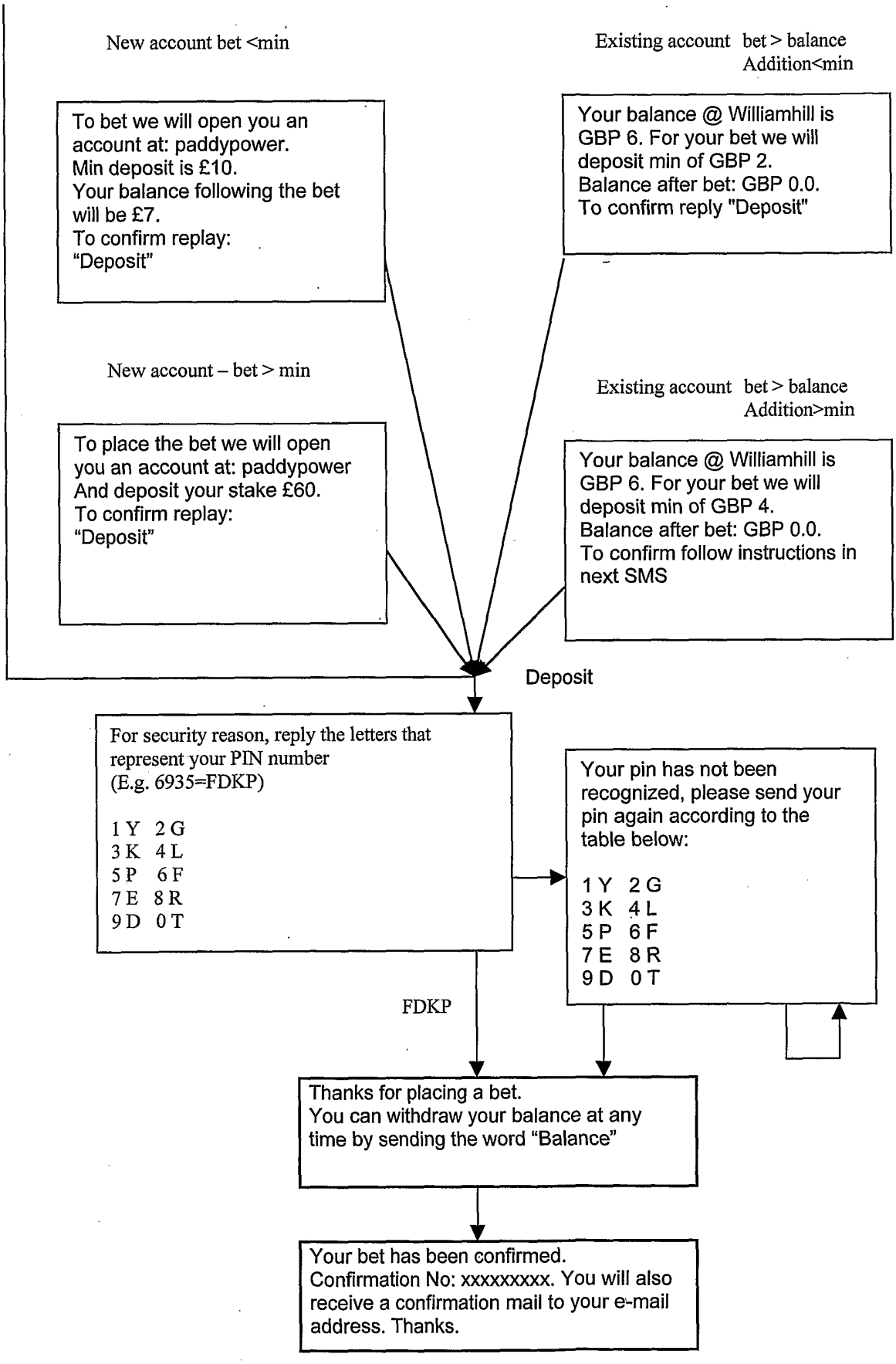


Figure 47

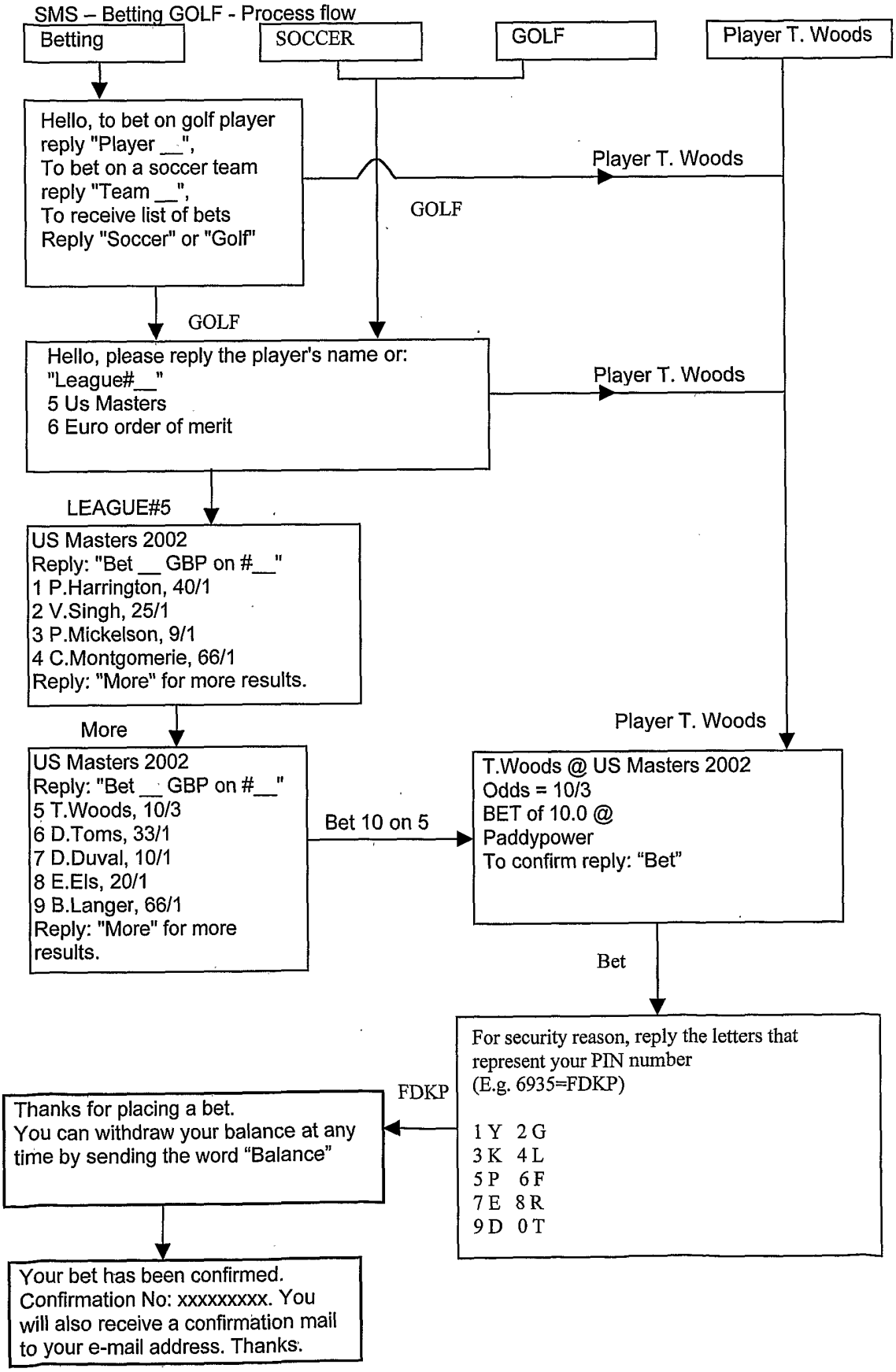

SMS – Betting GOLF - Process flow
Betting
SOCCER
GOLF
Player T. Woods
Hello, to bet on golf player reply "Player __", To bet on a soccer team reply "Team __", To receive list of bets Reply "Soccer" or "Golf"
Player T. Woods
GOLF
GOLF
Hello, please reply the player's name or: "League#__" 5 Us Masters 6 Euro order of merit
Player T. Woods
LEAGUE#5
US Masters 2002 Reply: "Bet __ GBP on #__" 1 P.Harrington, 40/1 2 V.Singh, 25/1 3 P.Mickelson, 9/1 4 C.Montgomerie, 66/1 Reply: "More" for more results.
Player T. Woods
More
US Masters 2002 Reply: "Bet __ GBP on #__" 5 T.Woods, 10/3 6 D.Toms, 33/1 7 D.Duval, 10/1 8 E.Els, 20/1 9 B.Langer, 66/1 Reply: "More" for more results.
Bet 10 on 5
T.Woods @ US Masters 2002 Odds = 10/3 BET of 10.0 @ Paddypower To confirm reply: "Bet"
Bet
For security reason, reply the letters that represent your PIN number (E.g. 6935=FDKP)
1 Y 2 G
3 K 4 L
5 P 6 F
7 E 8 R
9 D 0 T
FDKP
Thanks for placing a bet. You can withdraw your balance at any time by sending the word "Balance"
Your bet has been confirmed. Confirmation No: xxxxxxxxx. You will also receive a confirmation mail to your e-mail address. Thanks.

Figure 48

SMS – Betting Horse Racing - Process flow

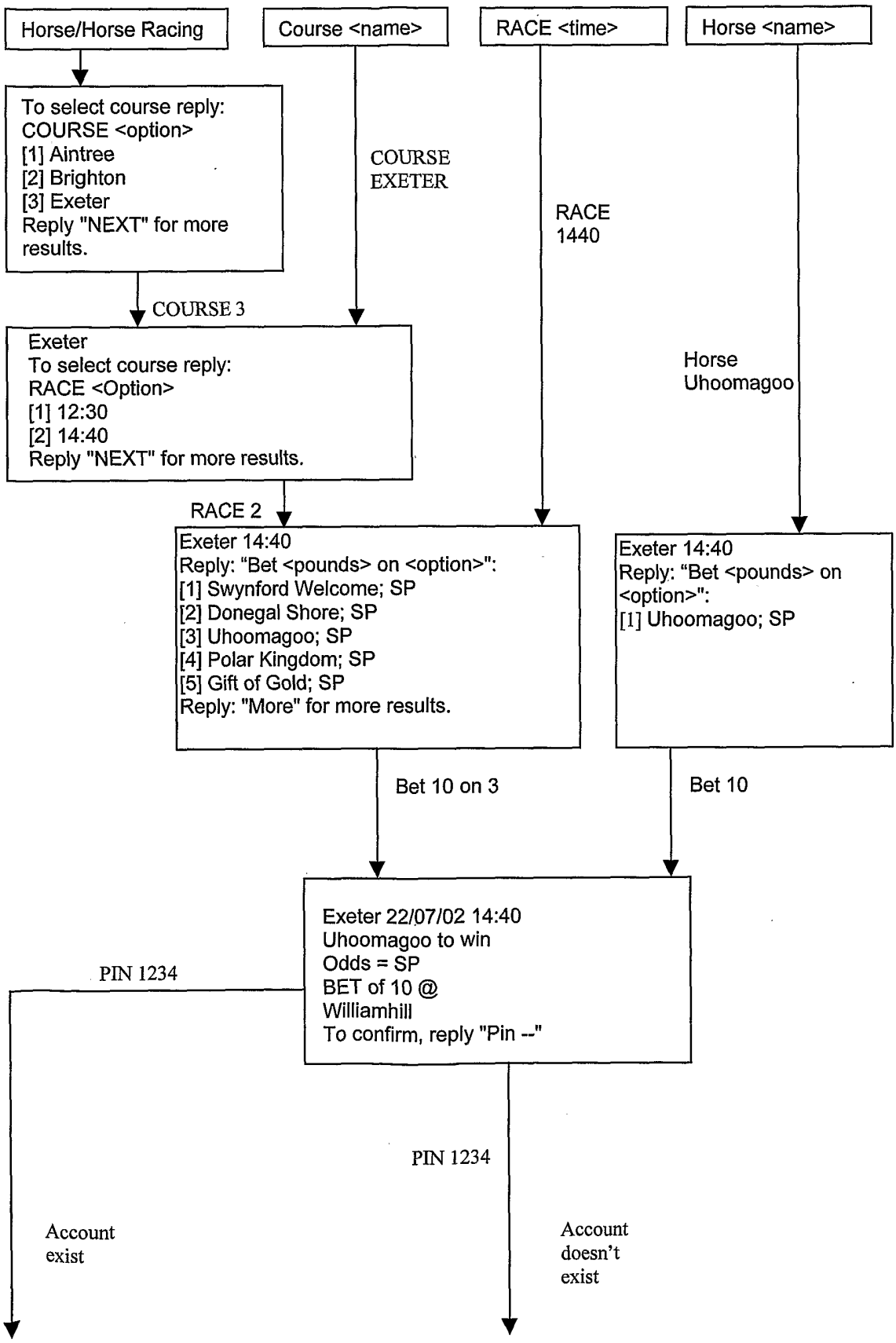


Figure 48 (contd.)

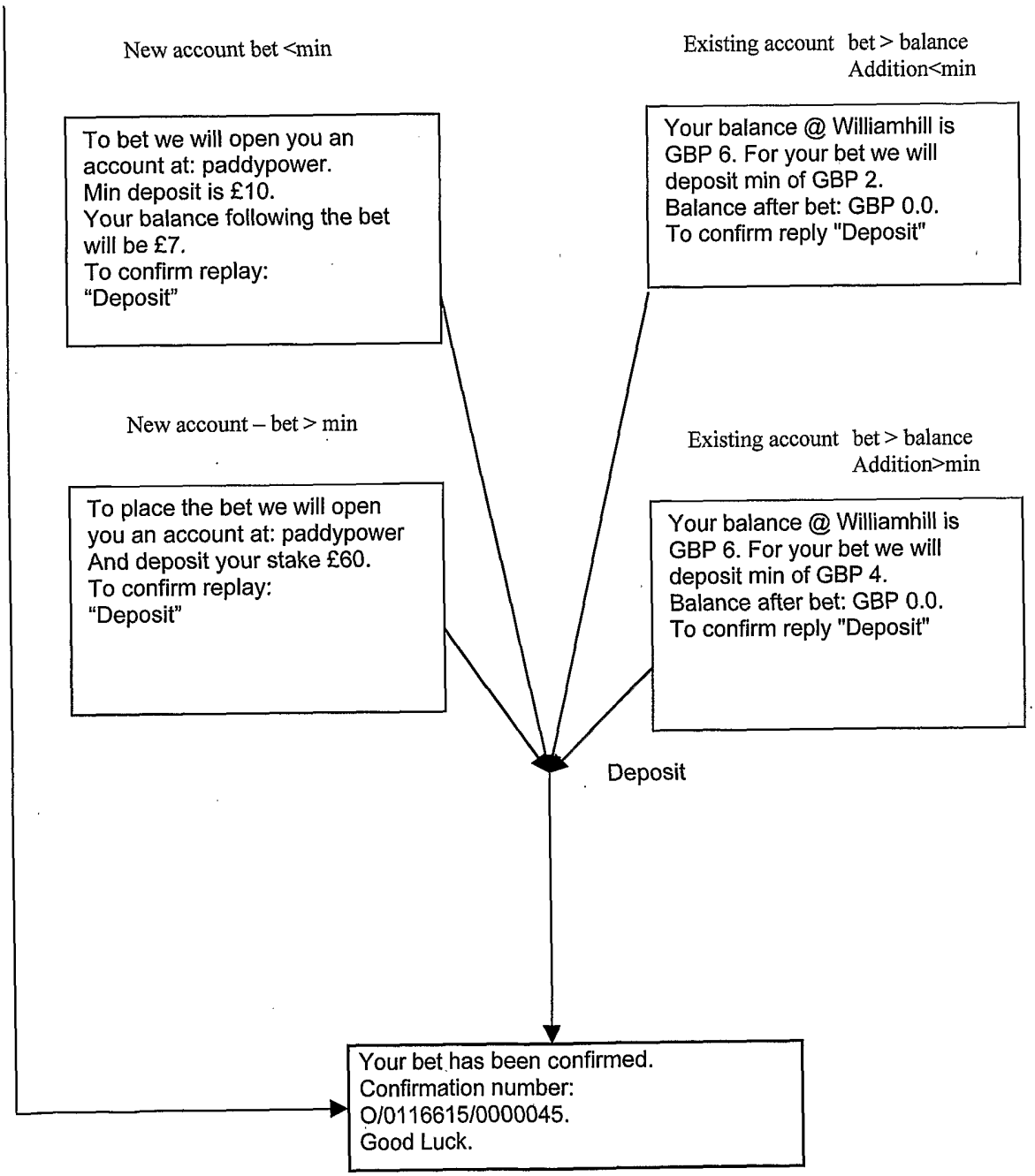


Figure 49

SMS – Betting Withdraw

To withdraw balance the user will send the word WITHDRAW Betting

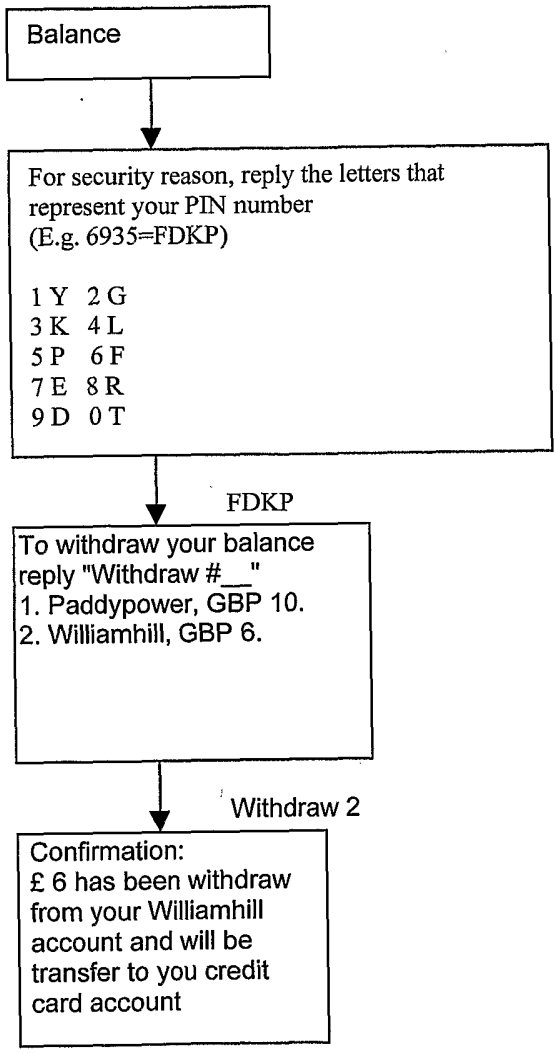


Figure 50

First page view

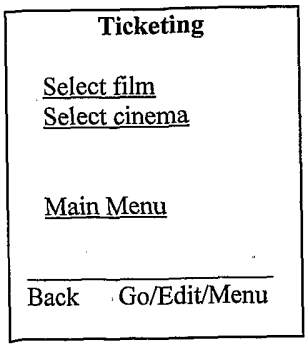


Figure 51

Search for cinema (Input)

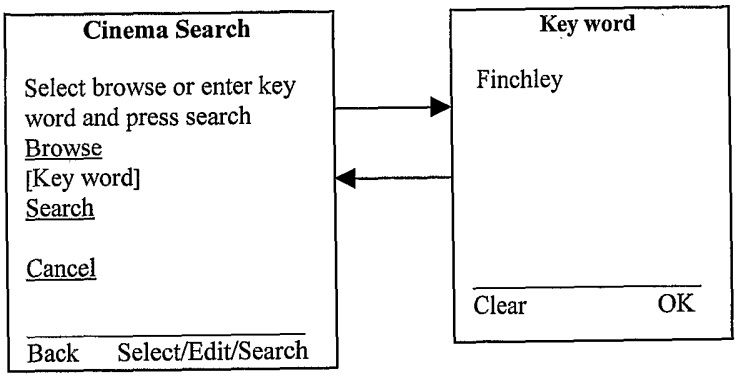


Figure 52

Cinema Results

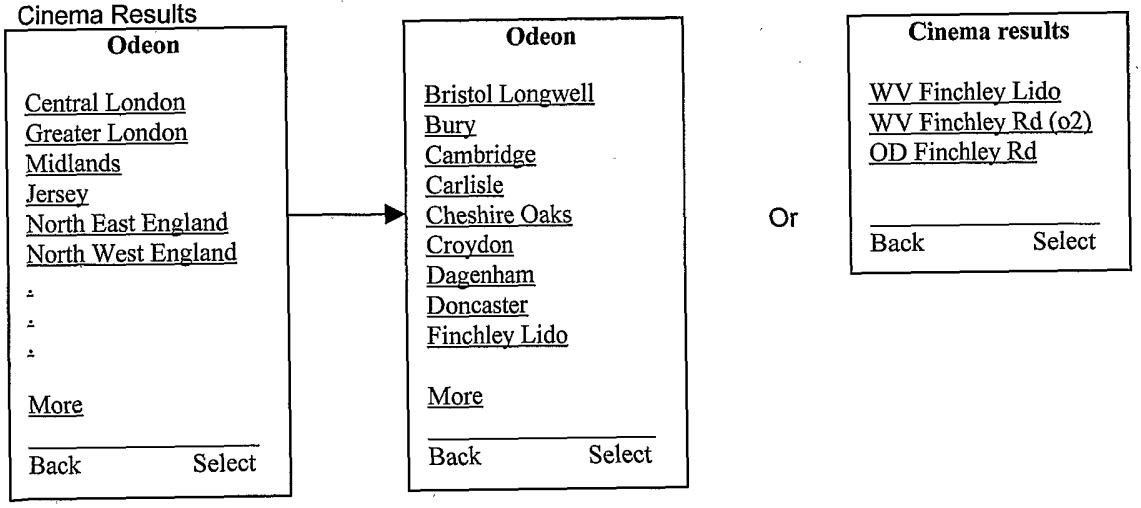


Figure 53

Select Day and View Films

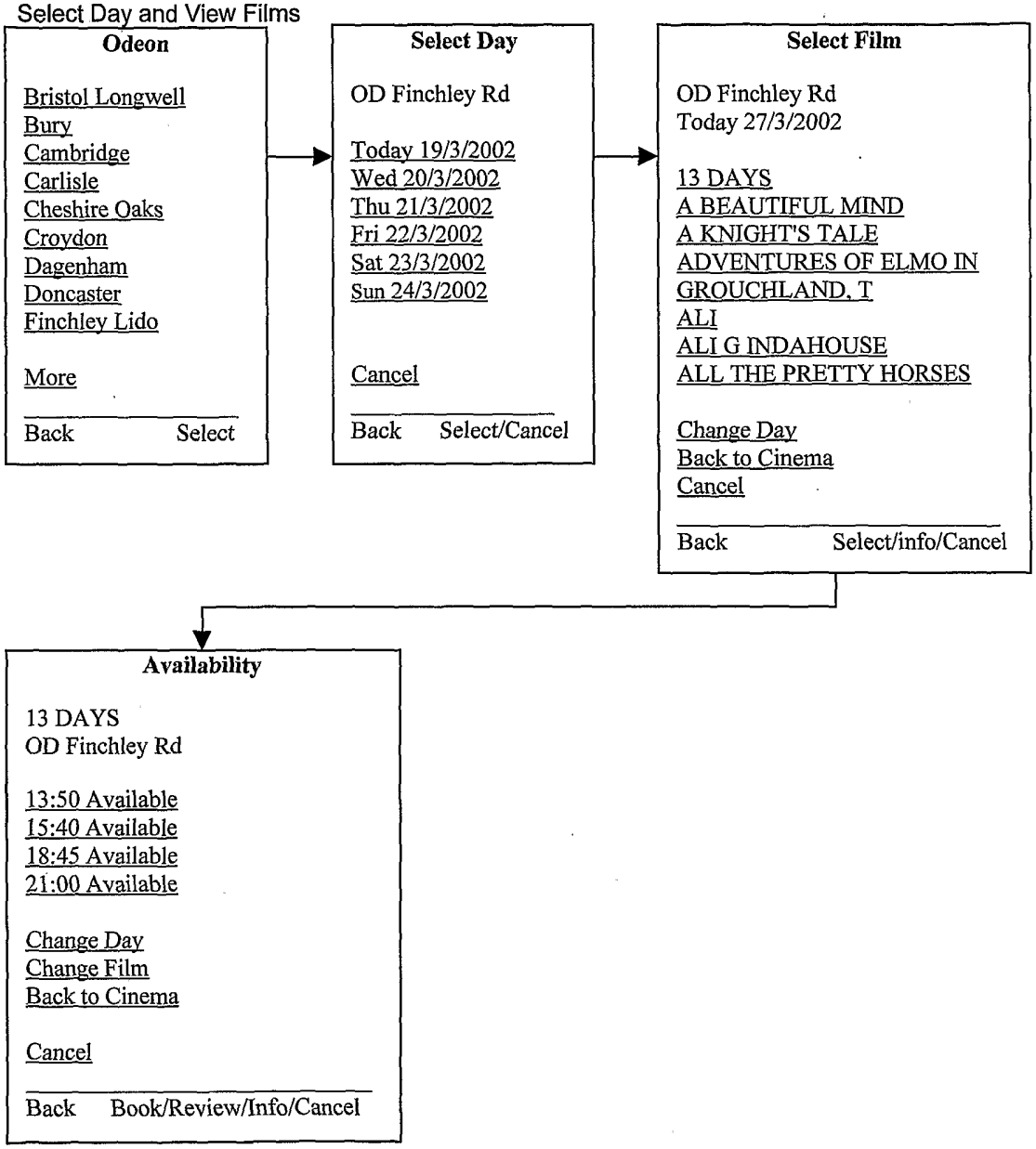


Figure 54

Search for Film (Input)

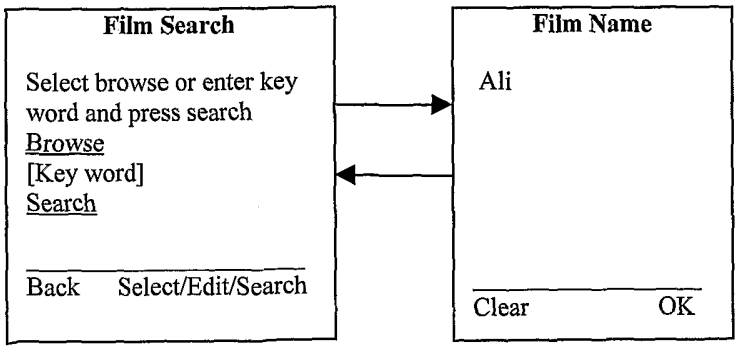


Figure 55

Film Results

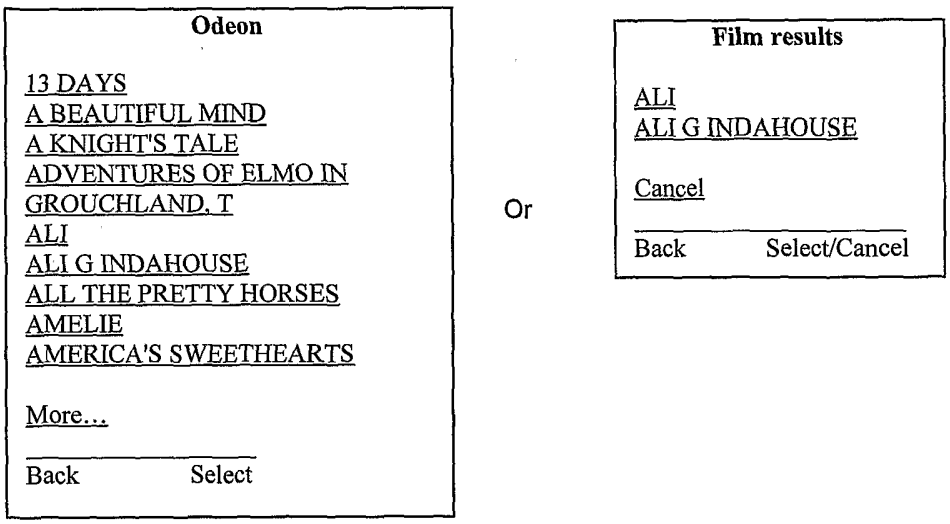


Figure 56

Select Day and View Films

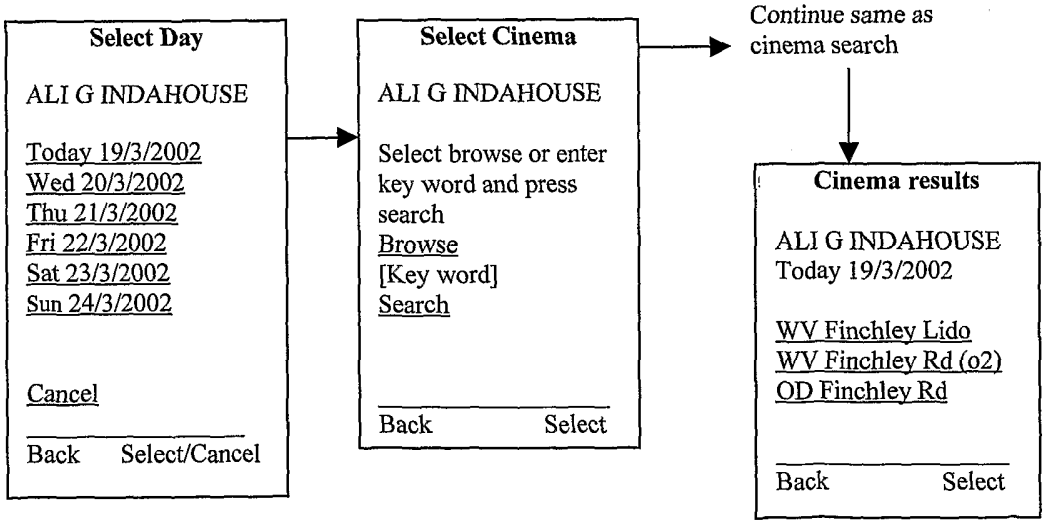


Figure 57

Ticket availability

Figure 58

Ticketing - payment interface

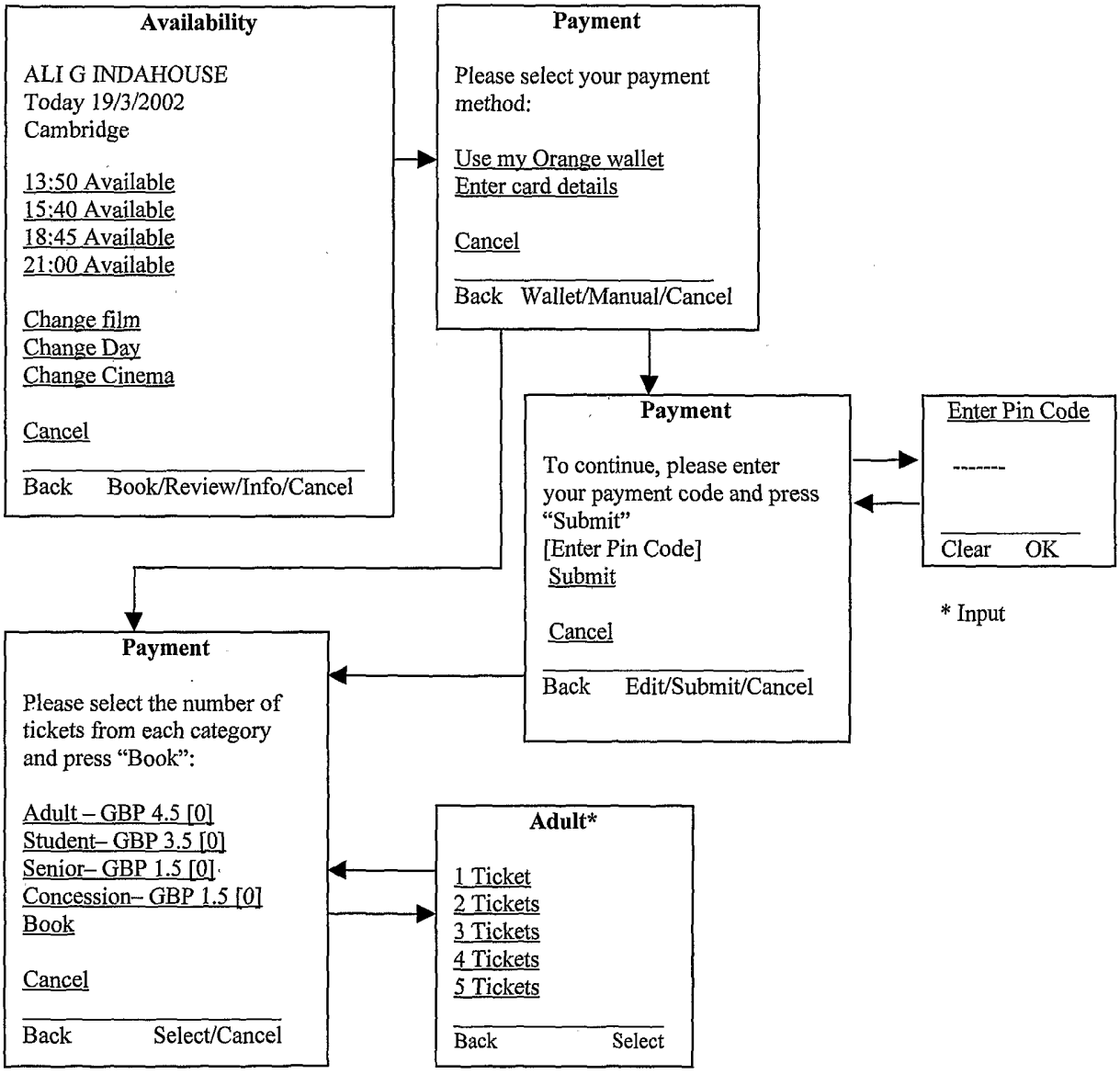


Figure 59

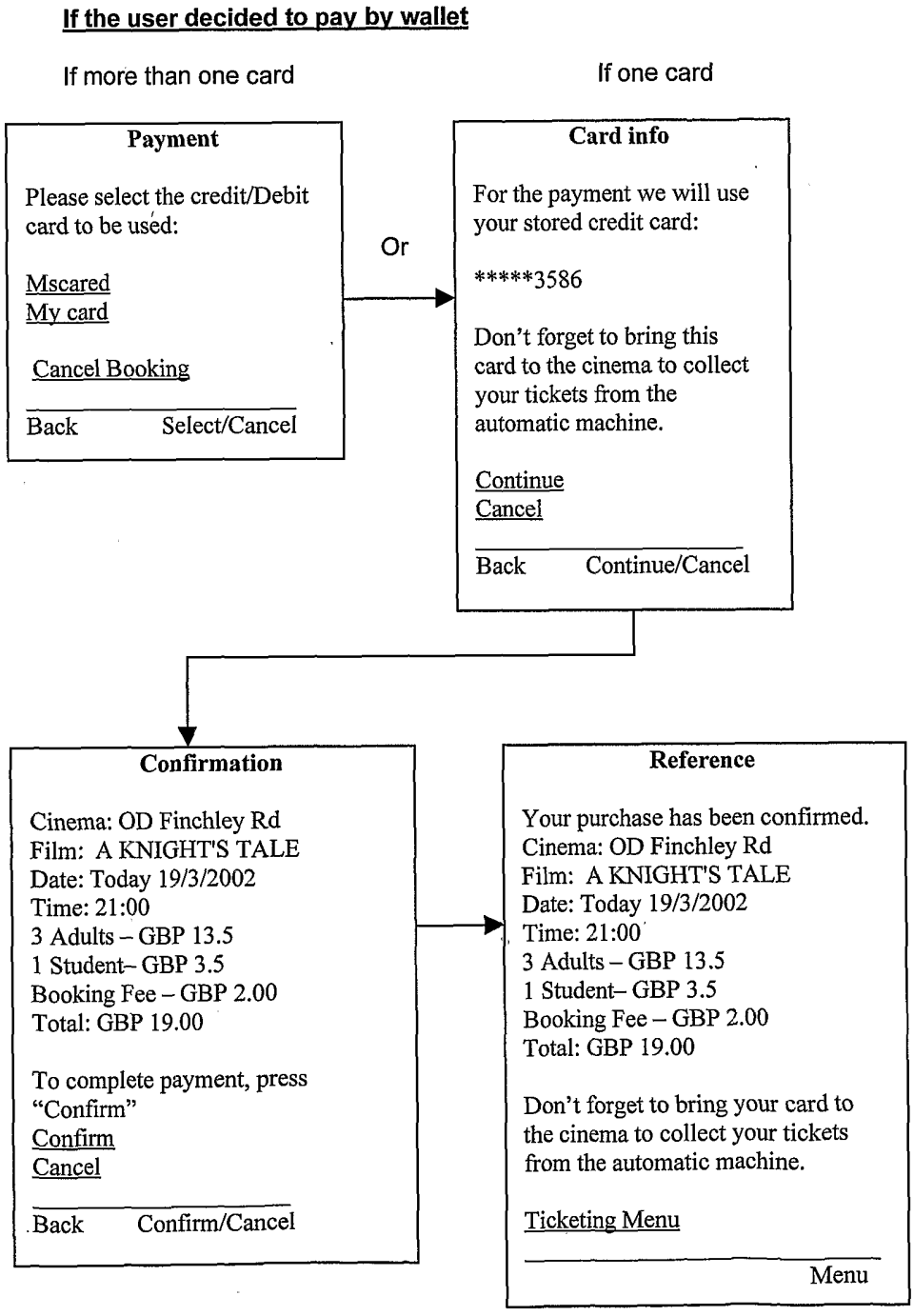
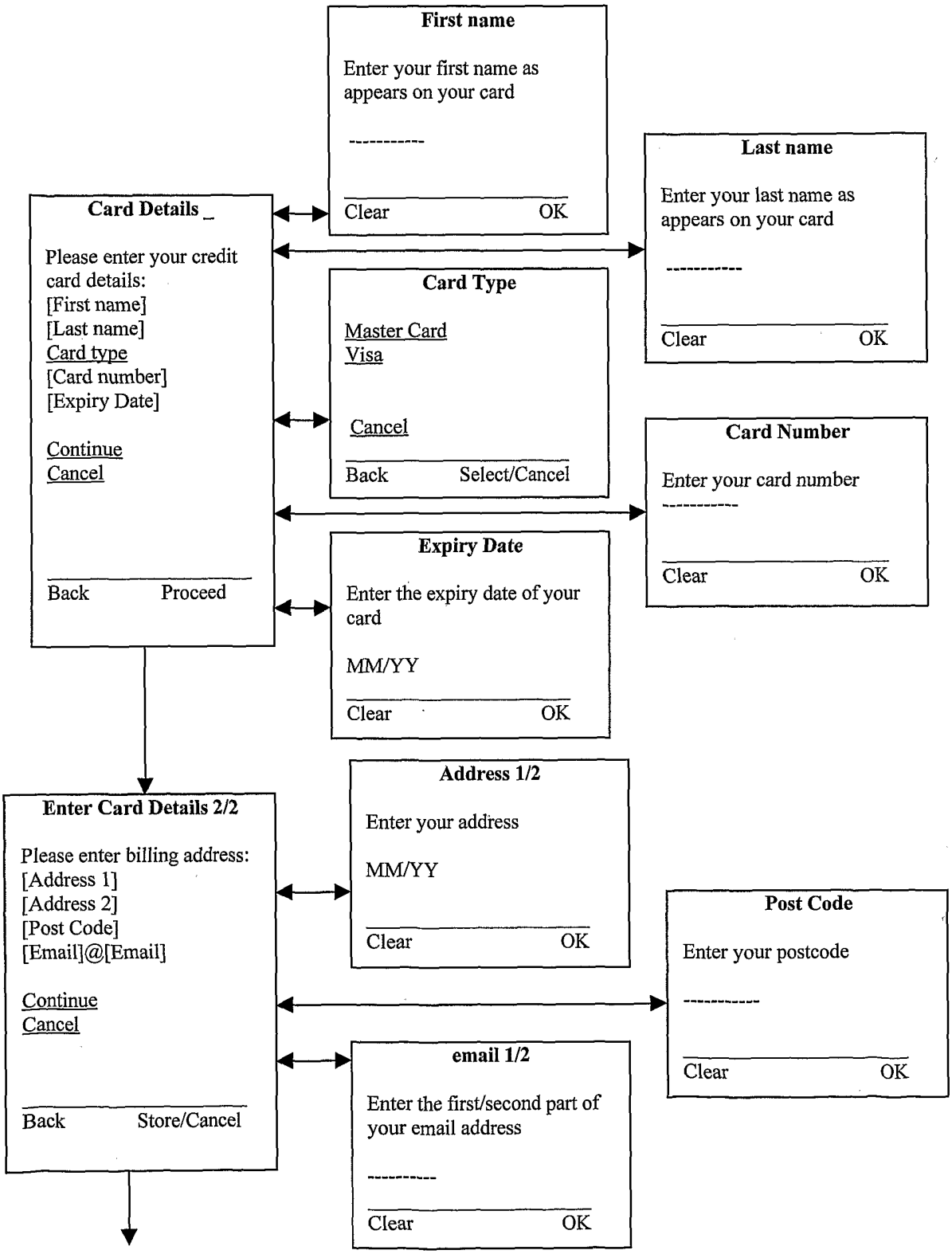

If the user decided to pay by wallet
If more than one card
If one card
Payment
Please select the credit/Debit card to be used:
Mscared
My card
Cancel Booking
Back Select/Cancel
Or
Card info
For the payment we will use your stored credit card:
*****3586
Don't forget to bring this card to the cinema to collect your tickets from the automatic machine.
Continue
Cancel
Back Continue/Cancel
Confirmation
Cinema: OD Finchley Rd
Film: A KNIGHT'S TALE
Date: Today 19/3/2002
Time: 21:00
3 Adults – GBP 13.5
1 Student– GBP 3.5
Booking Fee – GBP 2.00
Total: GBP 19.00
To complete payment, press "Confirm"
Confirm
Cancel
Back Confirm/Cancel
Reference
Your purchase has been confirmed.
Cinema: OD Finchley Rd
Film: A KNIGHT'S TALE
Date: Today 19/3/2002
Time: 21:00
3 Adults – GBP 13.5
1 Student– GBP 3.5
Booking Fee – GBP 2.00
Total: GBP 19.00
Don't forget to bring your card to the cinema to collect your tickets from the automatic machine.
Ticketing Menu
Menu

Figure 60

If the user decided to pay manually



Expiry date format = nn/nn
Card number format = min 12, max 16 digits (need to check specs for this)

Figure 60 (contd.)

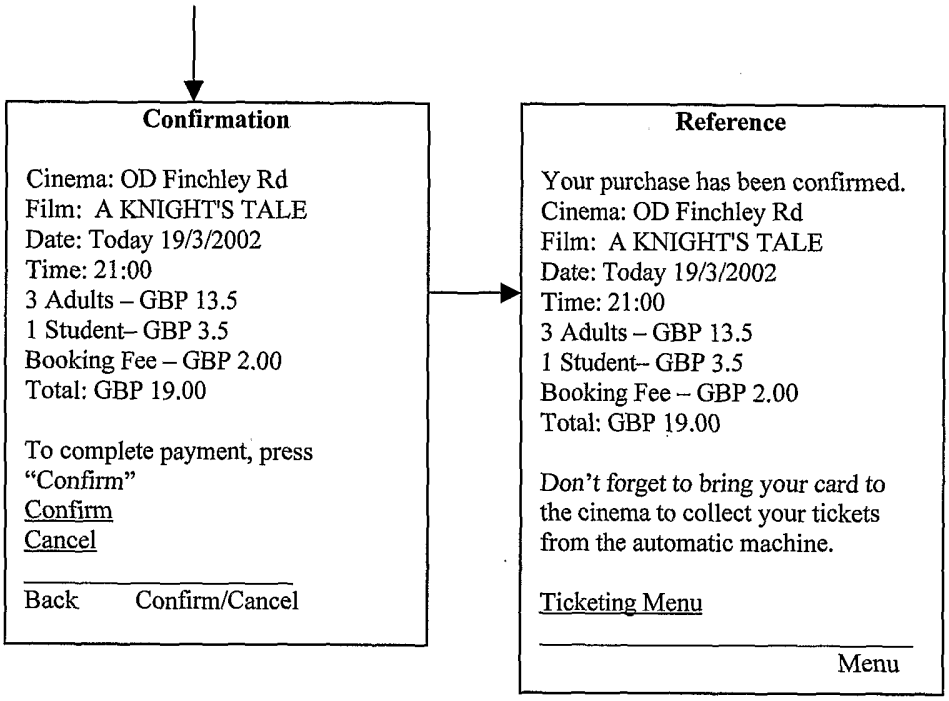


Figure 61

SMS – Cinema Ticketing flow