

## **Mobile Ticketing Framework for Malaysia's Cinemas**

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## **ABSTRACT**

From simple and manual life into electronic services finally into mobile electronic services, the solutions of mobility services made it easier to obtain many things at anytime and anywhere, with this new services and technologies the time has come to open an another marketing channel to express product and services to the consumers. Where in strong economic structure and the successful commercial marketing, the electronic commerce Including (electronic ticketing, mobile commerce and mobile ticketing) is changing the style of company's marketing, production, and operation, in addition it facilitated the life, reduced the cost and increased the profits.

In context of mobility is a crucial part of the work, this research addresses to design and development a reservation system prototype based mobile e-ticketing for Malaysia's cinemas with kedah's scope. This prototype contains two parts, web and wap application service, web application to make ability to manage cinemas and the wap application to give the user the possibility of booking by using mobile phone.

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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Introduction**

The widespread use of mobile devices and increment of user and corporations requirements It has attracted the attention of researchers and developers to meet these needs and making it more (convenient, safety, profit etc). Therefore, the applications and inventions endeavor to making mobile phone not only a mobile phone anymore by presenting many additional facilities (services and techniques). Recently, the mobile phone has gone from being a simple voice-service to becoming a multipurpose service platform.

Most of people now carry mobile phone and use its technologies in many different situations. Within a decade, mobile phones have evolved from devices that were used by a few technology enthusiasts and business-men for calling, now mobile technologies has been greater than before, it is not only for calling or sending messages between people in normal case, now and based on modern life and the needs of the user and request the companies continued to raise the rates of sales and profits, mobile application allows to the users to use the information technology without being bound to a single location; it provides the users with the flexibility. This technology enables users to the access any time in any location.

The contents of  
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only

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