



## Press Release

New York, July 27th 2005

### **EMMA Ticket and Siemens form Partnership to Create First Wireless Stadium in Beijing, China**

Emma Ticket and telecommunications leader Siemens are pleased to announce their partnership in bringing wireless ticketing technology to Workers' Stadium in Beijing, China. As the first venue in China to benefit from this type of technology, Workers' Stadium will now provide professional access control, mobile ticketing and high-level security.

President of EMMA Ticket Mr. Jonathan Krane says, "Emma and Siemens have created one of the most advanced access control solutions and ticketing services in China at Workers' Stadium. Emma looks forward to working together with Siemens on our next venue."

The Project Director of Siemens (China) Communications Group, Mr. Matthias Behrens says, "The successful cooperation with Emma has brought the world-leading access control and ticketing technology to China. Siemens boasts

a remarkable track record with provision of such technologies to world-class sport games, events and stadiums around the globe, including Olympic Games Athens, UEFA Championship Portugal and World Cup 2006 to be held in Germany.”

With a capacity of 60,000, Workers' Stadium has been chosen as one of the primary outdoor 2008 Olympic Venues. The stadium has installed wireless technology to enable Emma's access control technology and service at the entrance gates of Workers' Stadium. This new system solution at Workers' Stadium has been used successfully by Emma Ticket for the recent Olympic Festival Concert on July 13th and for the July 26th Manchester United vs. Beijing match, both part of their long term exclusive ticketing deal with the venue.

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