

FurrySoft's Ticket Gateway Powers TicketStub 1.0 for iPhone iPod Touch

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Mobile and Enterprise market leader, FurrySoft introduced their white-label event ticket solution for the secondary ticket market. Partnering with TicketStub to release their first iPhone app, utilizing the FurrySoft Event Ticketing Gateway. TicketStub serves as a showcase for FurrySoft's longtime experience in backend integration, server API's and infrastructure. FurrySoft's partnership with online ticket broker Ticketstub will give customers access to events via the Event Ticketing Gateway.

Escondido, California - Mobile and Enterprise market leader, FurrySoft today introduced their white-label event ticket solution for the secondary ticketing and event market. Leveraging the iPhone's unique abilities, interface and built-in security, TicketStub is the first to utilize this gateway and serves as a showcase for FurrySoft's longtime experience in backend integration, server API's and infrastructure.

FurrySoft's partnership with Ticketstub, a leading source for the ticket industrys most comprehensive inventory, will enable customers to have access to thousands of events via the Event Ticketing Gateway. For the highest level of convenience, all of this inventory is available on the iPhone for real time transactions without having to contact a call center.

"The user experience is what is expected on the iPhone, with each screen adhering to Apple's Human Interface Guidelines," said Eddy Martinez, FurrySoft chief marketing officer. "We spent an incredible amount of time to ensure the online user experience transitioned to the iPhone perfectly. Without sacrificing vital information, including seating chart and seat information, consumers can make the best decision for their entertainment dollar in real time via their iPhones and iPod Touch." added Martinez.

Each and every mobile-commerce transaction is encrypted over 3G, Edge and wireless internet connections protecting consumer information and privacy. Among the Event Ticketing Gateways' most prolific features is its ability for users to complete checkout transactions on the iPhone without exiting the application.

"We want our customers to know that their purchases are safe, protected against fraud and are guaranteed. We went to great lengths to make sure customers get exactly what they expected on the iPhone and iPod Touch." said Martinez. "Ticket resellers are screened and rated on the accuracy of ticket descriptions and speedy deliveries. We selected industry leaders based on the extensive technology advances and track records. Consumers are very discerning and expect a superb iPhone experience. The partnership with TicketStub does just that, added Martinez.

FurrySoft is a developer of high-end iPhone applications whose core strengths are the ability to create highly reliable enterprise systems. FurrySoft engineers played a vital role in the development of well known consumer brands in the entertainment industry before coming together in the mobile space.

About Ticketstub

Ticketstub is an independent online ticket broker that specializes in obtaining premium sold out tickets to events nationwide. Ticketstub brokers tickets and the ticket price is dependent on the current market price, which is usually above the face value of the ticket. Ticketstub offers premium and sold out event tickets and usually obtains them via the secondary market from current season ticket holders, promoters, coaches, players, and from the general public who purchased tickets from Ticketmaster. For more information, visit their website.

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Supported Languages:

* US English

System Requirements:

* iPhone or iPod Touch 2.1 or later

* Wireless, 3G or Edge internet connection

Pricing and Availability:

TicketStub for iPhone is completely free and available exclusively through Apple's App Store.

Ticketstub:

<http://www.ticketstub.com>

Download:

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=303576493&mt=8>

FurrySoft:

<http://www.furrysoft.com>

Located in sunny Escondido, California, FurrySoft is a privately funded company founded in 2008. A mobile application developer, with relationships in enterprise, entertainment, and educational markets, FurrySoft delivers high value products with the convenience of today's mobile handsets such as Apple's iPhone. FurrySoft was the first to deliver an e-commerce application to the iPhone available on the iTunes Music store. Copyright 2008 FurrySoft. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Computer in the U.S. and/or other countries. Ticketstub and the Ticketstub logo are registered trademarks. Copyright (C) 2006-2009 Ticketstub.

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