



## TULSA PERFORMING ARTS CENTER

110 EAST SECOND STREET • TULSA, OK 74103  
TulsaPac.com / MyTicketOffice.com

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### **PAC Goes Mobile with New Text-Based Website**

Tulsa, OK The Tulsa Performing Arts Center has added a new customer convenience option. All of the PAC's basic information can now be viewed on a cell phone at TulsaPac.mobi in a format specifically designed for quick access and easy reading.

"All critical event information is there at your fingertips through this new channel," explained PAC Director John Scott. "Event dates and times, short descriptions of the shows, directions to the theater and contact information are all available. Since it is text-based, TulsaPac.mobi downloads instantly, and the site is organized for the on-the-go person who wants instant information."

Currently three billion people have worldwide access to the Internet via mobile devices, with 90 million of them in the the United States alone. It has long been recognized that mobile phones will eventually become the setpiece for all Internet activity.

Unlike the PAC's website at TulsaPac.com, it is not yet possible to purchase tickets at TulsaPac.mobi, but that is coming in the near future. In addition, the PAC still plans to offer Tickets@Phone. This system will give patrons who buy tickets through the PAC's .com or .mobi sites the convenience of having tickets sent to their cell phones.

The PAC recently ended its first year of another innovation, Tickets@Home, with an increasing number of patrons choosing to print the tickets they purchased online at their home or office.

"Ticketing is a big part of our operation at the Performing Arts Center and an ever-expanding customer service frontier," says Scott. "We plan to stay in step with technological advances without sacrificing the personal touch our facility is known for."

The PAC also operates MyTicketOffice.com, a regional ticketing website for numerous venues in Tulsa and across Oklahoma. TulsaPac.com, MyTicketOffice.com and TulsaPac.mobi were all designed by Tulsa's Cubic, a creative agency.