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**For Immediate Release**

## **Qcue Scores Dynamic Pricing Contract with Giants**

**AUSTIN, TX, December 12** - Qcue, an Austin-based dynamic pricing software development company has landed the San Francisco-based Giants as its first customer.

Qcue, currently part of the Austin Technology Incubator, developed its algorithm-based software application to enable event promoters, sports teams and other first-line ticket sellers to shape pricing based on daily, fluctuating market factors. The application is developed to respond to changing conditions related to one-off events, such as sports and concerts.

“We are very excited to announce the Giants have adopted our technology,” said Qcue CEO Barry Kahn. “Event pricing, until now, has struggled to respond to short-term demand and conditions. The Giants will become the first team to incorporate real-time factors into their ticket pricing model—benefiting the team and its fans.”

Qcue’s dynamic pricing software, QTrade, integrates elements of airline pricing and NASDAQ efficiency into existing ticketing platforms to provide primary sellers with the ability to dynamically price-to-market. For sports teams, QTrade uses algorithms associated with multiple factors, including: weather, attendance trends, recent performance of the opposing and home team, the performance of a specific team member and the day of the week the game falls on to optimize ticket prices.

As part of the win, Qcue is working in partnership with Tickets.com, the second largest ticketing company in the U.S. and a subsidiary of Major League Baseball Advanced Media (MLBAM), to integrate QTrade into the Giants’ ticketing system as well as service other Tickets.com clients.

“QTrade is designed to be a fair and flexible system-- ticket prices rise and fall based on real-world information that effects customer interest. Our mission is to enable sports teams and promoters to price responsively to changing market demand,” continued Kahn.

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Event promoters and sports teams have traditionally set prices for their events months in advance based on a variable pricing model. QTrade adds science to this process, combining general interest in the event and data on the buyers' price sensitivity. Pricing is lowered when interest in a specific event falls and rises in response to the success of the event's draw based on marketing and other factors.

"We are excited to see Qcue's technological innovation take-hold in the marketplace," said Isaac Barchas, director, Austin Technology Incubator, IC2 Institute. "This is a unique application poised to benefit a variety of event-oriented organizations."

Qcue is currently in talks with other major market sports teams and concert promoters.

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