



BLUE BAMBOO

simple. reliable. affordable.

EverMobile and Blue Bamboo implement a first of its kind payment service for Brazil's Banrisul Bank



ABOUT EVERMOBILE

With a name that could hardly suggest otherwise, EverMobile was founded to support and promote "the Mobility Era," that untethered time of total spatial freedom in which business now finds itself. Through its suite of wireless services and products, EverMobile facilitates the on-the-go lifestyle this era demands.

THE CHALLENGE

Develop a unique mobile payment solution for Banrisul—one of the largest private banking institutions in Brazil—to offer to clients at small to mid-sized establishments.

THE SOLUTION

Utilizing its extensive experience in providing wireless services and working closely with Banrisul's technical team, EverMobile developed a method for the bank's clients to make payments by cell phone using funds deposited in a Banrisul banking account. This new "Banricompras Mobile" application could be installed on any J2ME platform mobile phone, but the full solution required more than just a cell phone application. The critical piece of the puzzle for EverMobile was Blue Bamboo's own Bluetooth® P25-M Mobile Printer, which created the link between EverMobile cell phone application and customers banking cards, a Banrisul private labeled credit card, and provided the means of printing receipts for these transactions.



SUMMARY

Seizing its chance to create an innovative product for the Brazilian marketplace, EverMobile found the support it needed in BlueBamboo, and was thus able to pull off creating a world's first in mobile solutions.

Parties interested in offering this solution may contact EverMobile at +55 11 3759-8296 or email Raul Pavao at raul.pavao@evermobile.com.br.

www.bluebamboo.com