



## ABOUT This Service Provider

This British Sports Betting service provider offers complete match administration with profit maximising Live Odds and are optimised for all types of business. Games include: Soccer, Tennis, Basketball, American Football, Ice Hockey, Baseball, Darts, Handball, Volleyball, Bench Volleyball, Fustal, Badminton, Rugby, Snooker, Table Tennis, Bowls and Cricket, etc.

## THE CHALLENGE

Maintaining frequent customers, attracting more new customers and sustaining customer loyalty and satisfactions are of great importance in a very competitive marketplace for sport betting industry. Shop owners need more advanced technology to meet customers' needs.

## THE SOLUTION

This sports betting service provider established strategic partnership with Blue Bamboo to develop a total solution for customers to avoid waiting in line for betting. Blue Bamboo's world's first rugged, compact, yet durable Apple MFi certified PocketPOS P25 family of Bluetooth printers were the core products of this mobile solution.



P25 Mobile printer seamlessly pairs with the iPad or Android tablet via Bluetooth to print receipts. Players no longer need to wait in line to pay to the cashier to bet. Instead, they can stay at the playing tables and pay by cash or credit cards. P25 Bluetooth printers can be used in Sports Betting Centers for printing of betting slips or tickets.

## **SUMMARY**

This sports betting service provider in the UK embraced Blue Bamboo's world's first Apple MFi certified P25 mobile printers to offer a total solution for betting players to avoid waiting in line for payment and receiving tickets and receipts. This solution is designed to secure and streamline your betting shop, and take care of all your needs from bet acceptance.

**[www.bluebamboo.com](http://www.bluebamboo.com)**

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