



## ABOUT This Innovative Solution Provider

As a pioneer in the mobility solutions space, and since its establishment in 2004, this innovative solution provider has gathered extensive telecom market experience, and knowledge, in Middle East and Africa, and its outlook focuses on global Over-the-Top (OTT) markets and industries.

## THE CHALLENGE

Modern banks nowadays need more advanced payment technologies, such as EMV card payment or wireless payment. This solution provider needs an all-in-one payment solution for national or international banks. They need a POS terminal with abilities to read EMV cards, and standard ATM cards for Arab countries.



## THE SOLUTION

This solution provider leveraged Blue Bamboo's Bluetooth P200 POS Terminal to pair with an Android tablet via Bluetooth. Blue Bamboo's P200 POS is an all-in-one POS that can read standard MSR cards for ATM (ISO 7811), and EMV cards. Additionally, this POS terminal can print paper receipts. Arabic printing is another special feature that fills the niche in the marketplace. The total solution has been certified by many local banks, and is ideal for Arab countries, such as: Egypt, Kuwait, Lebanon, Morocco, Saudi Arabia, United Arab Emirates, and other countries.

## **SUMMARY**

This innovative solution provider embraces Blue Bamboo's Bluetooth P200 POS Terminal to build an EMV and ATM card solution for banks in those Middle East and Africa countries.

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