



BLUE BAMBOO

simple. reliable. affordable.

ABOUT The Funfair payment and printing solution

The Chain store funfair in China have launched QR-code Pay and printing system. It allows visitors to use smartphones to scan the QR code on official website or at the admission and finalize payment via Wechat. An E-ticket will be automated formed and saved in the Wechat App and real ticket can be printed at the check-in spot by the Park assistants.

THE CHALLENGE

The expectation of mobile ticketing in the Tourism industry is growing as the amount of time consumers waste in queuing for admission increasing especially in peak seasons. With the vast climbing in mobile technology usage, payments by smart devices grows rapidly in the past 3 years. When faced with the ongoing challenges of scaling ticketing operations to adapt to mobile demands, and recognizing that consumers are quick to migrate to electronic payment solutions wherever possible.



THE SOLUTION

The new mobile ticketing solution allows customers to skip lining at the ticketing box by using their smartphone to scan the QR code and pay via Wechat Pay to purchase tickets. An E-ticket will be automatically generated and saved in the smart phone with another QR code. The check-in machine will scan the QR code to allow access to the park. Visitors could request for a printed ticket to check in the park too from park assistants who standby at the check-in spot.

About Blue Bamboo

Blue Bamboo provides SDK and technical support to assist the printing App integration to be well fit into the payment solution system. With 14 years in printing and payment technology industry, Blue Bamboo's similar technology are applied in other Tourism attractions' mobile admission in Las Vegas, Brazil, China, etc.

www.bluebamboo.com