



## Customer Focus

### 1. In-flight Mobile Receipt Print Solution Case Study ([P10 low-cost receipt printer](#))

One of the European airline giants offer a total solution for both cabin crew and passengers for on-board payment solution and on-board printing by using Blue Bamboo's P10 low-cost receipt printer.

#### THE CHALLENGE

The most important differentiation between airlines these days is the human interaction on board. With the growing demand for on-board business transactions, this Airline company has developed a mobile application on the Apple iPad Tablet. What they need is a low-cost receipt printer that can be built into a total solution for both internal and external business transactions between cabin crew and on-board passengers.



## THE SOLUTION

This airline company selected Blue Bamboo's PocketPOS™ P10 receipt printer to shape into the on-board payment and printing solution.

The MFi certified, shirt-pocket-size and lightweight P10 mobile printer seamlessly pairs with iPad via Bluetooth. Flight attendants enter the transaction data via the mobile applications on iPad, and print paper receipts via this printer.

In order to enable flight attendants to easily use the P10 printer, and prevent this printer from dropping on the floor, Blue Bamboo offers the rugged rubber boots, so that cabin crew is able to carry it via a belt clip.



The P10 mobile printer has a series of competitive advantages: 1) the price of P10 is a lot cheaper than other similar products; 2) EMV and PC certifications are not required, as P10 is only a printer, not a terminal; 3) safe to use in the airplane; 4) and solution providers can develop many types of applications on the mobile devices, such as: payment applications, boarding applications, mobile sales applications, etc.

## Summary

This European airline company selected Blue Bamboo's P10 low-cost receipt printer to integrate with Apple iPad Tablet (using this airline's mobile application) to offer a total solution to print paper receipts on-board for both cabin crew and passengers. [Read More](#)

## Product News

- **Blue Bamboo Extends EMV Migration in the United States:** Shanghai, China, Jan 22, 2015 -- Blue Bamboo, an innovative electronic payment solution provider today announces that Blue Bamboo extends EMV migration in the United States. [Blue Bamboo's PocketPOS P200 multi-functional device](#) is entirely EMV Level 1 & Level 2 compliant, and is seamlessly suitable for EMV implementation. [Read More](#)
- **Blue Bamboo's PocketPOS Product Line Compatible with iPhone 6, iPhone 6 Plus and New Android Smartphones:** Shanghai, China, Feb 4, 2015 -- Blue Bamboo, an innovative electronic payment solution provider announces that the PocketPOS product line is compatible with the newly released iPhone 6, iPhone 6 Plus and some New Android smartphones. Blue Bamboo's PocketPOS product family, including the [P25i Bluetooth printer](#), [P25i/M Bluetooth printer](#), [P200 multifunction payment printer](#), and [P10 low-cost receipt printer](#), all connect seamlessly with iPhone 6, iPhone 6 Plus and newly launched Android smartphones, such as: Samsung Galaxy A7, Samsung Galaxy Note 4, Samsung Galaxy S5, Xiaomi 4, HTC One M8, Huawei Mate 7, etc. [Read More](#)
- **Blue Bamboo Unveils Rubber Boots for PocketPOS P10 Low-cost Receipt Printer:** Shanghai, China, Mar 24, 2015 - Blue Bamboo today announces that Blue Bamboo offers rugged rubber boots for [PocketPOS P10 low-cost receipt printer](#). These rubber boots are commercially available now. [Read More](#)
- **Blue Bamboo Reports Record Year in 2014:** Shanghai, China, Apr 16th, 2015 - Blue Bamboo announced that Blue Bamboo delivered its best shareholder return in 2014 since being formed. Since establishing as a company 10 years ago, Blue Bamboo has been providing simple, reliable and affordable payment devices to solution providers worldwide. Blue Bamboo was the first to market over eight years ago with a comprehensive configurable POS device that supported MSR, Chip and Pin, and contactless transaction types and the choice for Bluetooth, Ethernet or GPRS communication. Four years ago the company innovated with a decision to be the first payment printer to adopt and support the Apple MFi (Made for iOS) program. These choices formed the foundation for success at Blue Bamboo. [Read More](#)
- **Pricing Alert:** Access to Blue Bamboo's latest Price Card at: <http://bluebamboo.sharepoint.com/marketing/Shared%20Documents/2015%20Q2%20Blue%20Bamboo%20Rate%20Card.pdf>. Contact your account managers to request the password at [sales@bluebamboo.com](mailto:sales@bluebamboo.com).

- Blue Bamboo is seeking partners who can leverage our MDF program, and will go to those events to show Blue Bamboo's devices. Contact Blue Bamboo Marketing for **Marketing Development Fund (MDF) program** information at [PR@bluebamboo.com](mailto:PR@bluebamboo.com). 2015 - 2016 Global Event List can be found at: <http://bluebamboo.sharepoint.com/marketing/Shared%20Documents/2015%20-2016%20Global%20Events%20List.xls>
- Contact Blue Bamboo Marketing to request the password at [PR@bluebamboo.com](mailto:PR@bluebamboo.com). Event list will be updated on a monthly/quarterly basis. We are more than delighted to hear from you about the suggested events and special inquiries.

### **Upcoming Events:**

- ① EMV Chip & Tokenisation Seminar: [http://www.emvco.com/about\\_emvco.aspx?id=279](http://www.emvco.com/about_emvco.aspx?id=279) (04 May 2015) Washington DC USA
- ② Kartenkongress 2015: [www.kartenkongress.de](http://www.kartenkongress.de) (05-06 May 2015) Bonn Germany
- ③ CeBIT Australia: [www.cebit.com.au](http://www.cebit.com.au) (05-07 May 2015) Sydney Australia
- ④ Cartes Secure Connexions America 2015: <http://www.cartes-america.com/> (05-07 May 2015) Washington DC USA
- ⑤ Global Acquiring Conference: [www.globalacquiringconference.com](http://www.globalacquiringconference.com) (05-07 May 2015) London UK
- ⑥ SBS Talks 2015: [www.sbs.co.at](http://www.sbs.co.at) (06 May 2015) Salzburg Austria
- ⑦ Electronics New England 2015: <http://electronics-new-england.designnews.com/> (06-07 May 2015) Boston USA
- ⑧ NFC Bootcamp Chicago: <http://www.nfcbootcamp.com/category/speakers/nfcbootcamp-chicago-052015/> (07-08 May 2015) Chicago USA
- ⑨ EMERGE Forum: [www.americanbanker.com](http://www.americanbanker.com) (10-12 May 2015) Austin USA
- ⑩ The Currency Conference: [www.currencyresearch.com](http://www.currencyresearch.com) (10-13 May 2015) Vancouver Canada

- **Developer Notification:** P25 demo, P200 demo and PocketPOS Print are all compatible with iOS 8.2.

- Blue Bamboo published the **EMV Services White Paper**. Check it out at: <http://bluebamboo.sharepoint.com/marketing/Shared%20Documents/Blue%20Bamboo%20EMV%20Serivces%20White%20Paper.pdf>  
Contact Blue Bamboo Marketing to request the password: [PR@bluebamboo.com](mailto:PR@bluebamboo.com).

- Blue Bamboo's Official Channels:

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Blue Bamboo YouTube Channel: [www.youtube.com/pocketpos](http://www.youtube.com/pocketpos)

Blue Bamboo Facebook: <http://www.facebook.com/bluebamboopocketpos>



- Contact Blue Bamboo **Technical Support Team** via Skype: bluebambooshanghai

- Blue Bamboo **Technical Support Procedure**:

Customers need to sign the Blue Bamboo online NDA: [www.bluebamboo.com/downloads/NDA.asp](http://www.bluebamboo.com/downloads/NDA.asp)  
and Blue Bamboo Website Registration: [www.bluebamboo.com/downloads/registration.asp](http://www.bluebamboo.com/downloads/registration.asp)

Once approved, customers can get access to SDK and other documentations for free.

### **About Blue Bamboo**

Blue Bamboo designs and markets feature-rich and exceptionally affordable products for the POS terminal and peripherals industry. Blue Bamboo's robust electronic payment technology delivers scalable, customer-centric wireless and retail payment solutions which meet PCI and EMV standards all in a secure, reliable and versatile design. For more information, please visit <http://www.bluebamboo.com/>

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