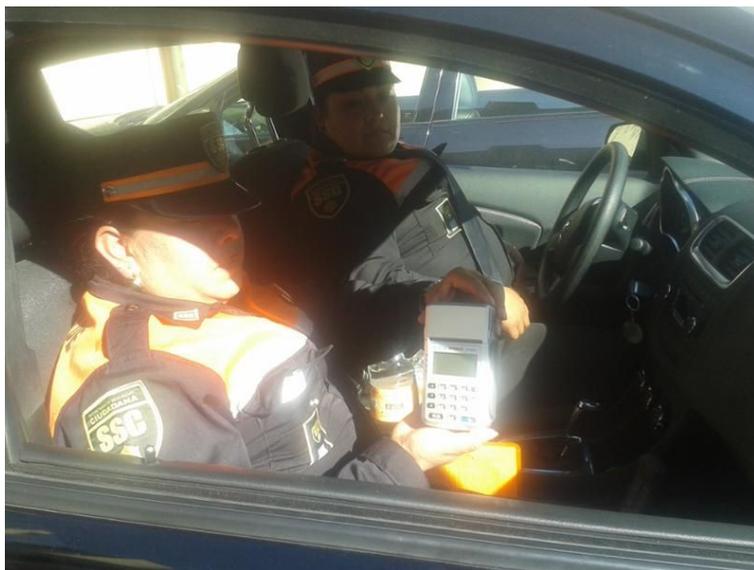




## Customer Focus

### 1. Government Traffic Management Solution Case Study ([Bluetooth P200](#))



A leading payment service provider in Mexico, specialized in electronic payment processing, is dedicated to developing and operating solutions for: insurance, Airlines, cable TV, telephone and hospitality.

#### THE CHALLENGE

The Mexican government intended to launch a project for female traffic police officers to print tickets for traffic violation. This solution provider successfully won the bid. What they need was a terminal that could print tickets with the ability of reading EMV cards.

#### THE SOLUTION

Blue Bamboo's EMV PocketPOS P200 terminal was incorporated to be paired with iPad in the payment solution.

Police inspectors could manage to search data, enter information, take photos and videos, acquire finger prints and scan bar-code and QR code via their iPad PDA. P200 was used to pair with iPad via Bluetooth, read EMV cards and printed fine tickets.

The reason why this solution provider selected P200 lies in P200 is a multimode payment device, which includes an EMV card reader, a contactless card reader, a magnetic stripe card reader, a PCI pin pad and a Bluetooth printer.

In addition, Blue Bamboo's P200 has three options to be chosen from: Bluetooth, GPRS and Wi-fi.

## SUMMARY

The Mexican government selected a leading payment service provider based in Mexico and Blue Bamboo's P200 multi-functional device to develop a payment solution for female police officers to manage traffic in that country. [Read More](#)

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## 2. School Bus Contact-less Ticketing Solution ([Bluetooth P200](#))

A well-established Australian rural bus company has partnered with a local solution provider for transport operators and platforms, for all the ticketing, GPS and reporting requirements. This service provider has operated many types of vehicles for their school, mail and passenger services over that past 60 years.

## THE CHALLENGE

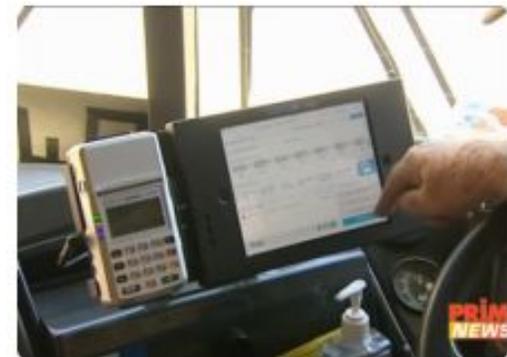
School bus payment becomes trendy. This bus company needed to develop a payment solution for students to sign in and out and mobile top-up. What they needed is a contact-less Bluetooth device that can print paper receipts.

## THE SOLUTION

This bus company partnered with a solution provider to select Blue Bamboo's P200 multimode device to be part of the solution.

Blue Bamboo's Bluetooth P200 compact device is paired with iPad. (See the picture above.) Students use pre-paid cards to sign in and sign out via the P200's contactless module. Bus drivers use the application that solution developed to maintain records and mobile top-up for students. P200 then print paper receipts via Bluetooth.

Blue Bamboo's P200 has three options to be chosen from: GPRS, Bluetooth or Wifi.



## SUMMARY

This Australian bus company and its solution provider selected Blue Bamboo's Bluetooth P200 multi-functional device for a school bus ticketing solution. Bus drivers can utilize this mobile printer to pair with iPad to print bus tickets and receipts while students can punch in and punch an mobile top-up via P200. [Read More](#)

## Product News

- **EMV Countdown for US Payment Industry (Blue Bamboo offers help to US processors, gateways and solution providers that face October liability shift):** Shanghai, China, May 28th, 2015 -- Blue Bamboo, an innovative electronic payment solution provider today announces that Blue Bamboo offers a free EMV consultation session for solution developers that consider our [PocketPOS P200 multifunctional device](#). Blue Bamboo is dedicated to helping companies prepare for the October shift in liability for payment fraud. [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).

### Upcoming Events:

- ① 2015 NAPCP Annual Commercial Card and Payment Conference: [www.napcp.org](http://www.napcp.org) (13-16 June 2015) San Antonio USA
- ② Customer Summit: [www.efma.com](http://www.efma.com) (15-16 June 2015) Amsterdam Netherlands
- ③ ICIEA 2015: [www.ieeeiciea.org/2015/](http://www.ieeeiciea.org/2015/) (15-17 June 2015) Auckland New Zealand
- ④ Digital Services World Congress: [www.digitalservicescongress.com](http://www.digitalservicescongress.com) (15-17 June 2015) London UK
- ⑤ SMARTEX FORUM MEETING DATES 2015 - Smart Card Club (SCC): [www.smartex.com/forums/smart-card-club/](http://www.smartex.com/forums/smart-card-club/) (16 June 15) London UK
- ⑥ Internet of Things Association: [www.smartex.com/event/smart-card-club-4/?instance\\_id=451](http://www.smartex.com/event/smart-card-club-4/?instance_id=451) (16 June 15) London UK
- ⑦ European ATMs Conference & Expo: [www.rbrlondon.com/events/european\\_atms](http://www.rbrlondon.com/events/european_atms) (16-17 June 2015) London UK
- ⑧ Cardware 2015: Payment and Digital ID Insights: [www.actcda.com](http://www.actcda.com) (16-17 June 2015) Niagara Falls Canada
- ⑨ IFSEC: [www.smartex.com/event/ifsec/?instance\\_id=343](http://www.smartex.com/event/ifsec/?instance_id=343) (16-18 June 2015) London UK
- ⑩ Ciab FEBRABAN 2015: [www.ciab.org.br](http://www.ciab.org.br) (16-18 June 2015) São Paulo Brazil

If you are aware of events that we don't have listed or are interested in any of these events, please contact [PR@bluebamboo.com](mailto:PR@bluebamboo.com). We look forward to hearing from you.

- Blue Bamboo published the **EMV Services White Paper**. Check it out at: <http://bluebamboo.sharepoint.com/marketing/Shared%20Documents/Blue%20Bamboo%20EMV%20Services%20White%20Paper.pdf>  
Contact Blue Bamboo Marketing to request the password: [PR@bluebamboo.com](mailto:PR@bluebamboo.com).
  
- **Developer Notification:** P200 OTA coming soon: Evolving technologies require corporations to stay a step ahead to maintain competitive advantages. Blue Bamboo is hard at working re-hauling it over-the-air updates platform. This redesign is to taking advantage of latest technologies in an effort to offer a light weight, extremely flexible solution that could be installed and run on any operating system. More details will be published on upcoming developer notifications.

- Blue Bamboo's Official Channels:

Follow Blue Bamboo on Twitter: <http://twitter.com/pocketpos>

Follow Blue Bamboo on LinkedIn: [www.linkedin.com/company/blue-bamboo](http://www.linkedin.com/company/blue-bamboo)

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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