



Customer Focus



1. [Mobile Merchant EMV Solution Case Study \(Bluetooth P200\)](#)

ABOUT this Merchant Service Provider

This merchant service provider (MSP) is a premier provider of equipment, supplies and signage for Farmer Markets throughout the United States since 2001.

THE CHALLENGE

With the EMV adoption in the US, there is an increasing amount of mobile merchants that have to start to accept EMV cards. To choose the ideal EMV card reader seems to be challenging.

THE SOLUTION

This MSP, cooperated with another leading American solution provider, selected Blue Bamboo's EMV & PCI certified P200 Bluetooth POS Terminal to be part of the solution by using Windows phones. Mobile merchants use this terminal for EMV solutions across industries, such as delivery; lottery mobile station, mobile ticketing, etc.



Blue Bamboo's P200 Bluetooth POS Terminal is a compacted device that is also available in the following versions: Bluetooth, Wifi and GPRS versions. Bluetooth P200 works with smart devices, such as iPhone, iPad, iPod Touch, Samsung smartphones and tablets and windows smartphones. With EMV Level 1 & Level 2, PCI PTS certifications, this POS Terminal can read EMV cards and is ideal for EMV solutions.

SUMMARY

A leading American merchant service provider selected Blue Bamboo's P200 Bluetooth POS Terminal, pairing with windows smartphones to offer EMV solutions for mobile merchants in various scenarios. [Read More](#)

2. [Merchant Solution Case Study \(P25M\)](#)

A second-hand car dealer used a third party's iOS & Android applications and Blue Bamboo's P25-M Bluetooth Printer to offer customers real paper receipts.

ABOUT this Merchant

This merchant is one of the second-hand dealers in the US, and started this business in 2005.

THE CHALLENGE

This merchant wanted to receive payments from customers by accepting credit cards through the iPhone or Android tablet/smartphone. Pairs to : smartphone or tablet, via Bluetooth, reads credit cards and prints receipts.

THE SOLUTION

This merchant selected Blue Bamboo's Apple MFi certified P25-M Bluetooth printer, working with an American leading third party's payment solution provider's iOS and Android applications with Chase Paymentech processing to offer a total solution for their second-hand car dealership business.



The merchant downloaded the applications via Apple store or Google Play registered on this solution provider's website and Chase Paymentech Transactions completed between merchants and end customers, merchant print two copies of receipts, handing one copy to customers and keep one copy for record.

SUMMARY

This car dealer used a leading payment solution provider's iOS and Android applications and Blue Bamboo's P25 mobile printer to accept credit card payment and print paper receipts for end customers. Contact Blue Bamboo sales for purchasing the P25 series of printers and the name of the third party payment solution provider at sales@bluebamboo.com. [Read More](#)

Product News

- **Benefits of Mobile Payment Today (Blue Bamboo offers help for solution providers and application developers to adopt mobile payment technology):** Shanghai, China, July 2nd, 2015 -- Blue Bamboo, an innovative electronic payment solution provider today announces that Blue Bamboo continues to offer worldwide mobile payment solutions. Blue Bamboo's [P25 series of printers](#), [P10 low-cost receipt printer](#) and [P200 multi-functional payment devices](#) are all ideal to innovating mobile payment environments. [Read More](#)
- **Pricing Alert:** Access to Blue Bamboo's latest Price Card at: <https://bluebamboo.sharepoint.com/marketing/Shared%20Documents/2015%20Q3%20Blue%20Bamboo%20Rate%20Card%20-%20new.pdf>
Contact your account managers to request the password at 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. 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.

Upcoming Events:

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. We look forward to hearing from you.

- ① The Prepaid Press Expo <http://www.prepaidpresseexpo.com/conference.php> 11-13 August 2015 Las Vegas USA North America Lisa Brown +1 866.203.2334 ext. 505 expo@prepaidpresseexpo.com
- ② NFC BOOTCAMP Sydney <http://www.nfcbootcamp.com/event-registration/?ee=89> 27-28 August 2015 Sydney Australia Asia +1-972-386-9655
- ③ MOBILE PAYMENTS CONFERENCE - MOBILIZING RETAIL <http://mobilepaymentconference.com/> 31 August - 02 September 2015 Chicago USA North America Marla Ellerman marla@mmtmagonline.com
- ④ Cards & Payments Philippines 2015 <http://www.terrapinn.com/conference/cards-and-payments-philippines/> 01-02 September 2015 Manila Philippines Asia Yee Lim Tan +65 6322 2701 yeelim.tan@terrapinn.com
- ⑤ SMARTEX FORUM MEETING DATES 2015 - Higher Education Smart Card Association (HESCA) http://www.smartex.com/event/hesca-7/?instance_id=424 8-Sep-15 London UK Europe +44 (0)1440 712610 info@smartex.com
- ⑥ SIG: Payment Security & Risk Management http://www.smartex.com/event/sig-payment-security-risk-management-2/?instance_id=378 9-Sep-15 +44 (0)1440 712610 info@smartex.com
- ⑦ 7th BankTech Asia Series 3 - Payments & Transaction Management <http://www.banktechasia.com/payments-and-transaction-conference/> 08-09 September 2015 Kuala Lumpur Malaysia Asia +60 3 2170 1588 info@banktechasia.com
- ⑧ International Retail Banking Summit in the UAE www.efma.com 09-10 September 2015 Dubai UAE Asia +33 1 47 42 52 72 info@efma.com
- ⑨ Super Mobility Week <http://www.ctiasupermobility2015.com/> 09-11 September 2015 Las Vegas USA North America +1-202-736-3895 ConventionSales@ctia.org
- ⑩ ATM and Mobile Innovation Summit www.atmandmobilesummit.com 09-11 September 2015 Washington DC USA North America +1 877.441.7545 lizadv@networldmediagroup.com

- Blue Bamboo's Official Social Media Channels:

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

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

Blue Bamboo YouTube Channel: www.youtube.com/pocketpos

Follow Blue Bamboo on LinkedIn: www.linkedin.com/company/blue-bamboo

Blue Bamboo Instagram: <http://instagram.com/pocketpos/>



- 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
and Blue Bamboo Website Registration: 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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