



Customer Focus

ABOUT This Taxi Company

This American multi-ethnic membership-based taxi organization has led the charge in effectuating real change for taxi drivers.

THE CHALLENGE

New technology to help make passengers' lives easier is the competitive advantage of taxi companies. This small taxi fleet needs a mobile payment device that leverages a taximeter and a smart device in order to accept cash or cashless payment and print paper receipts.

THE SOLUTION

This company embraces Blue Bamboo's PocketPOS P200 as part of the total solution. P200 talks with Android smartphone or tablets with taxi meter (via Serial Port) to print paper receipts for passengers. Customers now can choose to swipe Magnetic stripe cards or to insert EMV cards in the P200 slot.



SUMMARY

This American taxi fleet adopted Blue Bamboo's P200 Bluetooth POS Terminal to pair with their taxi meter and Android smartphone or tablet via Serial Port and Bluetooth to accept cash or cashless payment and print paper receipts. Passengers can choose to pay by cash, magnetic card or EMV cards. This solution gains widespread of usage of EMV. Contact Blue Bamboo Sales Team for specific procedures about the solution at Sales@bluebamboo.com. [Read More](#)

ABOUT This Service Provider

This British Sports Betting service provider offers complete match administration with profit maximising Live Odds and are optimised for all types of business. Games include: Soccer, Tennis, Basketball, American Football, Ice Hockey, Baseball, Darts, Handball, Volleyball, Bench Volleyball, Fustal, Badminton, Rugby, Snooker, Table Tennis, Bowls and Cricket, etc.

THE CHALLENGE

Maintaining frequent customers, attracting more new customers and sustaining customer loyalty and satisfactions are of great importance in a very competitive marketplace for sport betting industry. Shop owners need more advanced technology to meet customers' needs.

THE SOLUTION

This sports betting service provider established strategic partnership with Blue Bamboo to develop a total solution for customers to avoid waiting in line for betting. Blue Bamboo's world's first rugged, compact, yet durable Apple MFi certified PocketPOS P25 family of Bluetooth printers were the core products of this mobile solution.

P25 Mobile printer seamlessly pairs with the iPad or Android tablet via Bluetooth to print receipts. Players no longer need to wait in line to pay to the cashier to bet. Instead, they can stay at the playing tables and pay by cash or credit cards. P25 Bluetooth printers can be used in Sports Betting Centers for printing of betting slips or tickets.



SUMMARY

This sports betting service provider in the UK embraced Blue Bamboo's world's first Apple MFi certified P25 mobile printers to offer a total solution for betting players to avoid waiting in line for payment and receiving tickets and receipts. This solution is designed to secure and streamline your betting shop, and take care of all your needs from bet acceptance. [Read More](#)

Product News

- Blue Bamboo is going to launch a new website in the following weeks. We welcome you to visit our homepage at www.bluebamboo.com.
- Pricing **Alert**: Access to Blue Bamboo's 2016 Q1 Price Card at: <https://bluebamboo.sharepoint.com/marketing/Shared%20Documents/2016%20Q1%20Blue%20Bamboo%20Rate%20Card.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. 2016 - 2017 Global Event List can be found at: <https://bluebamboo.sharepoint.com/marketing/Shared%20Documents/2016%20-%202017%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 Card and Mobile East Africa Expo www.cardandmobileexpoeastafrica.com 25-26 February 2016 Nairobi Kenya Uwana/Lilian +234 8032 464 395/+234 80371 4865 uwana@intermarc-ng.com; lilian@intermarc-ng.com
- ② MobiSecServ 2016 <http://www.mobisecserv.org/> 26-27 February 2016 Florida USA Selwyn Piramuthu Selwyn.Piramuthu@warrington.ufl.edu
- ③ Cards & Payments Africa 2016 <http://www.terrapinn.com/exhibition/cards-and-payments-africa/> 01-02 March 2016 Johannesburg South Africa
- ④ Mobile Money & Digital Payments Americas <http://www.mobile-money-americas.com/> 09-10 March 2016 Mexico City Mexico Michael Seaman +44 (0) 207 384 7986 payexpo@clarionevents.com; michael.seaman@clarionevents.com
- ⑤ AWE 2016 - Appliance & Electronics World Expo 2016 <http://www.awe.com.cn/contents/3/943.html> 09-12 March 2016 Shanghai China Cara Wang 86-10-6709 3609 cara.wang@cheaa.com
- ⑥ 15th European Payment Summit 2016 <http://transactives.com/onpayments/europeanpaymentssummit/Event.aspx> 10-11 March 2016 Brussels Belgium +31 6 51603478 info@transactives.com
- ⑦ Connect:ID 2016 Conference & Expo www.connectidexpo.com 14-16 March 2016 Washington DC United States Janine Bill +44 (0) 1189 843209 j.bill@sciencemediapartners.com
- ⑧ 8th Mobile Commerce Summit Asia 2016 <http://neo-edge.com/event-line-up/telecom-it/8th-mobile-commerce-summit-asia-2016/> 15-16 March 2016 Kuala Lumpur Malaysia

- 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/>

Blue Bamboo Pinterest: <http://www.pinterest.com/pocketpos/>



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

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/>

Unsubscribe Notice:

If you do not wish to receive these mails in the future, please send a blank email to unsubscribe@bluebamboo.com with your email address in the subject line.