



e-NEWSLETTER No. 37



Feb 2017

## Customer Focus

- The world's renowned iPad Point of Sale solution provider in the US has provided a tailored solution to merchants in various industries. This solution provider selected Blue Bamboo's Apple MFi certified PocketPOS™ P25i Bluetooth Printer to be part of the total solution. The solution is that P25i Bluetooth printer and Miura's EMV chip reader connect through Bluetooth to the iPad. Merchants go to the payment screen (payment application developed on the iPad), and enter the amount that needs to be paid. Customers insert the card into the EMV chip reader, and enter the PIN. After running the transaction, Blue Bamboo's P25i prints receipts: the merchant's version and the client's version.
- P25 Mini as the new family member of Starlet printer P25 series has been launched in November, we are happy to announce P25 Mini is available to order NOW! Please send email or submit sales inquiry to [Sales@bluebamboo.com](mailto:Sales@bluebamboo.com) or at <http://www.bluebamboo.com/sales-inquiry.php> to know more information including datasheet, price and support. New P25 Mini is lighter and smaller with a 58mm printer head to achieve fast printing to accommodate more mobile printing scenarios.

## Product News

- Blue Bamboo's 2017 Q1 Price Card (including P25 Mini). Contact your account managers at [sales@bluebamboo.com](mailto:sales@bluebamboo.com).
- Stakeholders who like, share and follow Blue Bamboo on Facebook are valid to participate in the Blue Bamboo Social Media promotional program, and have opportunity to be granted a 5%-off or a 20-USD coupon. <https://www.facebook.com/bluebamboopocketpos> Contact Blue Bamboo sales for more detailed information 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). 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](mailto:PR@bluebamboo.com).

## Upcoming Events:

1. 2nd Annual Digital Marketing for Financial Services Summit, [http://www.financialdigitalmarketingwest.us/?utm\\_source=digitaltransactions&utm\\_medium=referral&utm\\_content=digitaltransactions&utm\\_campaign=caendarlistings](http://www.financialdigitalmarketingwest.us/?utm_source=digitaltransactions&utm_medium=referral&utm_content=digitaltransactions&utm_campaign=caendarlistings), 27-28 Feb 2017, Francisco, USA
2. PayExpo Americas 2017, <https://www.payexpo.com/americas/>, 7-8 March 2017, MEXICO CITY, Mexico
3. The Future of Retail Banking, [www.marketforce.eu.com/events/banking/retail-banking-europe](http://www.marketforce.eu.com/events/banking/retail-banking-europe), 13-15 March 2017, Amsterdam, Netherlands
4. Seamless Africa 2017, <http://www.terrapinn.com/template/live/add2diary.aspx?e=8717>, 14-15 March 2017, Cape Town, South Africa
5. Shoptalk the Nextgen Commerce Event, <http://shoptalk.com/>, 19-22 March 2017, Las Vegas, USA
6. SEAA 2017, [https://www.nilsonreport.com/industry\\_conferences\\_art.php?1=3&conference=261](https://www.nilsonreport.com/industry_conferences_art.php?1=3&conference=261), 20-22 March 2017, Charlotte, North Carolina, USA
7. MAC 2017 Annual Conference, <https://macmember.org/eventsmenu>, 21-23 March 2017, Las Vegas, USA
8. The Cards & Payments Summit, <http://www.marketforce.eu.com/events/financial-services/cards-payments-summit>, 27-28 March 2017, London, United Kingdom
9. Payment Summit, <http://www.scapayments.com/>, 27-30 March 2017, ORLANDO, USA
10. Payment summit smart card alliance, <http://www.scapayments.com/>, 27-30 March 2017, Orlando, USA
11. EMV Connection, <http://www.emv-connection.com/us-payments-forum/>, 27-28 March 2017, Orlando, USA
12. SCA 2017 Payments Summit, [https://www.nilsonreport.com/industry\\_conferences\\_art.php?1=3&conference=260](https://www.nilsonreport.com/industry_conferences_art.php?1=3&conference=260), 27-30 March 2017, Orlando, USA

- 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](http://www.youtube.com/pocketpos)

Follow Blue Bamboo on LinkedIn: [www.linkedin.com/company/blue-bamboo](http://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](mailto:unsubscribe@bluebamboo.com) with your email address in the subject line.

[www.bluebamboo.com](http://www.bluebamboo.com)