ABOUT The Ferry transportation

The Ferry Company in the states launched QR-code tickets system. Now, ferry passengers are able to purchase mobile tickets directly from their smartphones, online, and print at home or print QR-code tickets from the ticket booth at the ferry terminal.

THE CHALLENGE

The expectation of mobile ticketing in the transportation industry is growing as the amount of time consumers spend on mobile devices increased more than 500 percent during the past three years. When faced with the ongoing challenges of scaling ticketing operations to adapt to mobile demands, and recognizing that consumers are quick to migrate to electronic payment solutions wherever possible. On the other hand, security, reliability and back office data integrity are crucial in developing a solution for the transit industry. Ticketing systems must also be designed to be easily upgraded to accept modifications as technology demands change.

THE SOLUTION

The new mobile ticketing solution allows customers to bypass the ticket line at the ferry terminal by using their smartphone to purchase tickets. Boarding will also become much more efficient as customers no longer have to fumble for cash to pay for fares. Blue Bamboo's P25 thermal printer interfaces an iPad in the booth via blue tooth to print the boarding tickets.

About Blue Bamboo

Blue Bamboo provides SDK and technical support to assist the printing App integration to be well fit into the payment solution system. With 14 years in printing and payment technology industry, Blue Bamboo's similar technology are applied in transportation including airlines, taxis, buses, train, etc.

www.bluebamboo.com