



New Ezip is more than just a *card payment terminal*

Latest technology Electronic Zip Zap terminal makes taking cards in cabs affordable says card payment leader SilverPay Services

SilverPay Services will launch the Ezip terminal at the PHM 2009 show. The new technology Electronic Zip Zap terminal makes taking cards in taxis and private hire vehicles affordable.

That's the opinion of Ken Hansen, electronic card payments expert and Managing Director of private hire and taxi industry card payments leader, SilverPay Services.

He says that, the new terminal is a fully portable and sized to fit easily into a glove box. The terminal authorises via its inbuilt mobile phone network connection and prints receipts for the customer and the driver. Fast and professional! He believes that operators and drivers will prefer an online terminal that is easy to use, quick and automatic.

"The terminal costs less than £20 pound per month including VAT. It is offered with the SilverPay fully managed card service. The cost of this service is a competitive 6% on the value of the transaction. Operators will make 104% of the fare if a 10% processing charge is passed to the customer.

The Ezip terminal gets its name from the now redundant imprinter or Zip Zap machine that once destroyed customer credit cards and driver fingers when used badly. The new terminal comes with a rechargeable battery, clear to read screen and fast printer. Home/office and car charges are included.

The Ezip will be launched at the Coventry PHM Exhibition on May 27/28. Please come and evaluate this latest innovation in in-vehicle card payment acceptance.

About SilverPay Services

Part of the international Silvergum Solutions group of companies, SilverCab Services Limited is a pioneer and leader in the provision of card payment solutions to the European passenger transport industry, and to the UK private hire and taxi businesses in particular.

Established in the UK and with offices in Buckinghamshire, SilverPay is built on its founders' outstanding track records and heritage in the technology and telecommunications fields. The company's unique range of solutions and payment options have driven an explosive yet sustained growth in its installed base of around 90 per cent year on year. This in turn, has seen the company become arguably the sector's most popular and trusted provider.

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