



**BLUE BAMBOO**

simple. reliable. affordable.

**ABOUT KUAIPAY AND VESTA**

Headquartered in Portland, Oregon, with operations in Europe and China, Vesta has been a pioneer and worldwide leader in electronic payment solutions since 1995.

Kuaipay (KPay), a division of Vesta Corporation, is a worldwide leader in value-added payment solutions for a variety of industries. KPay's business is a pre-paid scheme for retail in Beijing, where funds can be added to an IC stored value card for use in the transportation system and a variety of retail outlets throughout the city.



**THE CHALLENGE**

Extend the use of transit card to retail and other services while improving the efficiency and convenience for 20,000,000 customers

**THE SOLUTION**

The Beijing city government issues the cards for use by commuters in the city's transit systems including buses, subways and taxis, and has granted KPay the first concession to extend use of the cards into retail and other services. KPay has built out a payment network of Blue Bamboo H50 point-of-sale terminals ("POS") to process card transactions at thousands of retail outlets in the city.



Kuaipay Ltd. (KPay) division has begun processing consumer purchases in Beijing Wal-Mart, KFC, Tesco, and Wu Mart stores. The service leverages 20,000,000 stored value payment cards produced by the Beijing Communication Transit Card Company and allows cardholders to swipe their Transit Card to pay for goods at any of Beijing's seven Wal-Mart stores. Each store has 40 to 50 cash registers and transactions are settled in seconds. Other KPay-supported retailers include bakery stores, drug stores, restaurants,

bookstores, snack shops, and cinemas. The network was also used in hospitality events during the Beijing 2008 Olympic Games. This technology answers the Chinese Government's call for increased convenience for customers.

**SUMMARY**

Leveraging the pre-paid scheme for retail, the contactless payment solution continues to lead the market in quality, versatility and reliability, and have advanced multi-functionality that extends into all forms of payment and mobile phone payment applications. Contact Blue Bamboo today to learn how you can take advantage of Contactless Payment Solution.

