



Customer Focus

Retail Case Study



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, a worldwide leader in value-added payment solutions, 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.

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, KFC, Tesco, Wu Mart stores, bakery stores, drug stores, restaurants, bookstores, snack shops, and cinemas. [More details...](#)



Blue Bamboo in the News

- Chili's Server Says Chain Is Getting Portable Payment Devices. [More details...](#)

Product News

- Blue Bamboo Releases BlueView TMS version 2.1.2. [More details...](#)
- Blue Bamboo Releases H50 Shell User Guide version 1.8.3. [More details...](#)
- Blue Bamboo Launches the Return Merchandise Authorization Section on the Blue Bamboo website. [More details...](#)

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 www.bluebamboo.com.

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