



## Customer Focus



### Mobile Banking Solution for the unbanked Case Study

Nyatapol Technologies Pvt Ltd.(NTECH), an IT solution provider, introduced mPay, the first mobile based payment system with customers having prepaid cards(mCard) and merchants having a mobile phone with GPRS and a Blue Bamboo's Bluetooth® P25-M Mobile Printer(mPOS).

mPay, a new financial store front for banked, un-banked and under-banked consumers, has been launched in association with NMB, the first commercial bank of Nepal, as pilot project on Sep 19<sup>th</sup>, 2010, which allows merchants to accept cards anywhere anytime.

The mobile merchant solution is ideal for mobile Sales Professional, food Restaurant, delivery and catering, transportation services, moving companies and interior designers, door to door and all mobile merchants, insurance brokers and medical professionals, dividend payment for shareholders, pension payouts, travel, and commission payouts. [More details...](#)



### Event and Facility Case Study

The Shanghai Rugby Football Club (SRFC) has a 13-year history of hosting local club sports as well as a number of regional and international competitions. Major events, like the 2010 Shanghai Rugby Sevens, include thousands of spectators and a number of temporary merchants. The SRFC used a paper coupon currency on-site to track revenue and direct a portion of spending back to fund operations.

The entire system including: card activation, payments, card returns and service functions runs on a Blue Bamboo GPRS point-of-sale (POS) terminal that is wireless and portable. Overall, 800 cards were issued and 6,000 transactions performed during the two-day event. [More details...](#)

## Blue Bamboo in the News



- Blue Bamboo Featured by Telefonica on Spanish Television [More details...](#)
- E-ticket System Plan for Buses [More details...](#)
- Blue Bamboo: First Mobile Printer and Payment Solution for iPhone 4 [More details...](#)
- Be the First to See the Innovative Tableside Payment Solutions [More details...](#)
- CHARGE Anywhere Wins the BlackBerry Partner Funds Challenge [More details...](#)
- iPhone Demo Blue Bamboo P25M [More details...](#)
- Keep the Credit Card at the Table with Tableside Payments™ [More details...](#)

## Product News

- Blue Bamboo releases H50 Bluetooth Portable PINPAD Datasheet version 1.0. [More details...](#)
- Blue Bamboo releases P25 and P25-M Datasheets version 6.5. [More details...](#)
- Blue Bamboo releases P25/M Quick Installation Guide Datasheets version 4.6. [More details...](#)
- Blue Bamboo releases CT100 Datasheet version 2.0 [More details...](#)
- Blue Bamboo releases Factory Schedule on the Blue Bamboo website. [More details...](#)
- Blue Bamboo releases P25 Device Manager version 1.1.28. [More details...](#)
- Blue Bamboo releases BB Device Manager version 3.2.0. [More details...](#)
- Blue Bamboo releases BlueTools SDK version 2.3.1. [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](http://www.bluebamboo.com).

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