

# Seamless payment with rich interactivity



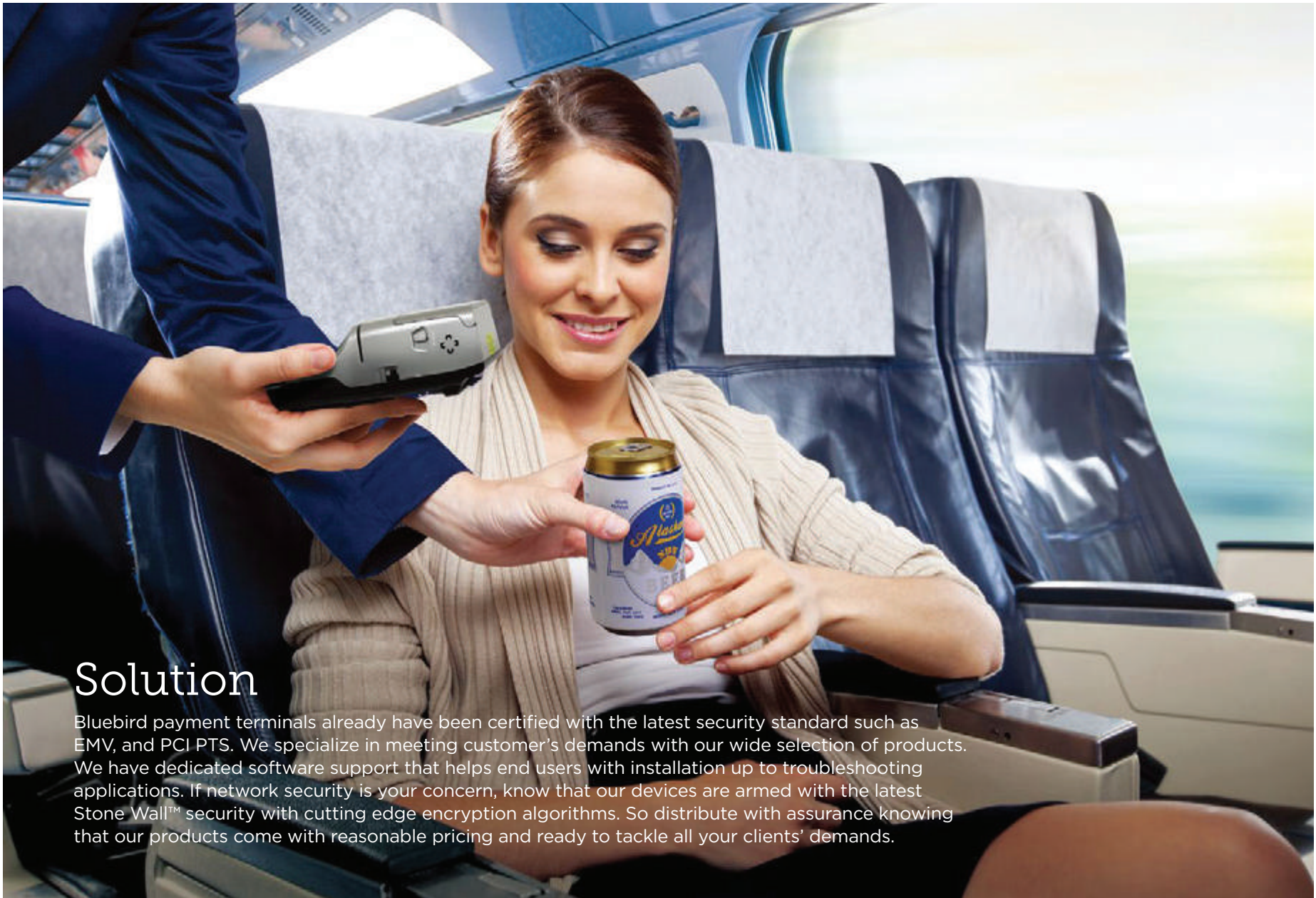
## PAYMENT TERMINAL PORTFOLIO





## Challenge

You need assurance in the products you sell to have wide-range of capabilities that meet specific demands. You need to know if the devices are verified in the regions you distribute and know if they have working security tools for valid protection.



## Solution

Bluebird payment terminals already have been certified with the latest security standard such as EMV, and PCI PTS. We specialize in meeting customer's demands with our wide selection of products. We have dedicated software support that helps end users with installation up to troubleshooting applications. If network security is your concern, know that our devices are armed with the latest Stone Wall™ security with cutting edge encryption algorithms. So distribute with assurance knowing that our products come with reasonable pricing and ready to tackle all your clients' demands.



## Benefit

- EMV level 1 & 2, PCI PTS with Stone Wall™ security
- various payment methods
- the wide spectrum of network connection
- longer battery cycle
- dedicated software & OS support
- developer friendly environment - SDK, Linux with QT, WinCE and WM
- Bluebird TMS for comprehensive payment system management
- long lasting product life span

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## Key Features & Benefits

They are not just 'all inclusiveness'.  
They will give you what you're buying and what you're keeping in future.

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### Stone Wall™ security

Bluebird payment terminals give the most stringent level of protection through Stone Wall™ security. It has achieved one of the popular global standard, PCI PTS and EMV certifications, as well as the popular encryption algorithms. And also it provides EMV Level 1 and 2 security. Bluebird will give constant support to help you achieve and maintain secure payments even when network connectivity is cut off.



### the wide spectrum of network connection

Whether indoors or outdoors, Bluebird payment terminals provide exceptional network connectivity with a wide range of radio frequencies and Bluetooth capabilities. With WWAN communication capabilities or WLAN as well as Bluetooth, be assured in knowing that Bluebird has you covered wherever you go.



### customization availability

Bluebird meets all the business demands. With a clear grasp of overseas markets around the world, Bluebird has supported numerous businesses in the very unique environment. OS initializing, SW maximum work availability, HW component modification, module replacement and etc., Bluebird can cope with all the most demanding issues.



### various payment methods

Offer convenience to your customers with Bluebird payment terminal's all payment options. They include: all the swiping, inserting and tapping such as magnetic stripe readers, smart card readers, contactless payments (MasterCard PayPass, Visa PayWave, NFC, etc.) and wireless couponing & wallet use cases.



### extended battery, longer battery cycle

The extreme power saving design of Bluebird payment terminal takes full advantage of a low power consumption processor without sacrificing performance in the most demanding business environment.



### next generation performance

Bluebird payment terminals have ARM security processors that provide one of the necessary requisites for secured payment certification and fast computing intensive processes. ARM processors manipulate power consumption, which minimize power leakage by controlling unused cores.



### developer friendly

The Bluebird Software Development Kit (SDK) is a great starting point for developing a payment terminal application based on the commonly used OS. In particular, Bluebird has installed Linux including QT, WinCE and WM for pliable development environment. The SDK contains a variety of useful materials for developers, including extensive documentation, tutorials, samples, best API practice guidance, and the libraries of API for numerous development purposes.



### TankSmith™ ruggedness

Bluebird products guarantee top-notch quality by incorporating the proprietary TankSmith™ technology. All components are designed with industrial use in mind and have been tested in the field to eliminate any possible operational failures. Along with solid particle and liquid ingress protection, Bluebird payment terminals are purpose-built to withstand rigors of harsh industrial environments. Even with a waiter's wet hands, the waterproof keypad will never wear down. Well-built IC-Card Reader and Magnetic Stripe Reader minimize damage after being slide numerous times.



### lightning fast data capture

The receptive scanners of Bluebird payment terminals allow high recognition rate and are able to capture and process data at rapid speed. Additionally, all the integrated scanning components offer a wide range of data capturing options, resulting in faster workflow for your staff. One single scanning component enables Bluebird payment terminal to scan all 1D/2D capturing. Moreover, you can simply do capturing for couponing or management of the customer loyalty program.



### short-cut keys for macro options

Bluebird all in one device comes with extensive keypad options to fit variety of handling styles. Use either the Numeric keys or the QWERTY keys that are customizable to a sequence of actions. In addition, you can pre-map complicated sequences to save time which can potentially reduce employee training and allow them to carry out complex procedures with ease.



### good design & color display

Bluebird payment terminals are deliberately designed, using the best and high quality materials. The ergonomic keypad design is easy for you and your customer to use. They're compact and convenient; they won't clutter up your countertop. You will have the latest color screens that can be personalized with your promotions and events and capture attention and foster engagement with rich interactivity. The payment terminals create a meticulous payment process.



### comprehensively extended functionality

Bluebird has considered extended functionality with respect to meeting various accessory requirements from the beginning of product planning. At the very outset, it is originally meant to be a whole system including other peripherals for use in a variety of environment.



### biometric fingerprint verification (optional)

Expand operational security with the fingerprint verification tool of Bluebird products. With highly advanced biometric scanning capability, bring quick and secure access to user information and increase protection for your data and staff.



PAYMENT TERMINAL PORTFOLIO



EP360 CT280 CT281 MT280 MT281 MT401 BIP1300 BIP1500

PLATFORM FEATURES

next generation performance	ARM11 Secure Processor Linux	ARM11 Secure Processor	ARM9 32bit Processor exclusive Security Processor	ARM11 32bit Security Processor	ARM9 32bit Processor exclusive Security Processor	ARM9 32bit Processor exclusive Security Processor	ARM v5	ARM v5
developer friendly	iOS, Android, Linux	Linux	Windows CE6.0	Linux	Windows CE6.0	Windows CE6.0	Windows Mobile 5.0	Windows Mobile 6.1/6.5

PAYMENT FEATURES

Stone Wall™ security	PCI PTS 3.X	PCI PTS 4.X	PCI PTS 3.X	PCI PTS 4.X	PCI PTS 3.X	PCI PTS 3.X	PCI PTS 3.X	PCI PTS 3.X
various payment method	○	○	○	○	○	○	○	○

INDUSTRIAL CLASS FEATURES

excellent communication and network connectivity	○	○	○	○	○	○	○	○
TankSmith™ ruggedness	○	○	○	○	○	○	○	○

USER FRIENDLY FEATURES

good design & color display	2.0 inch industrial level durable TFT LCD	2.8 inch industrial level durable TFT LCD	2.8 inch industrial level durable TFT LCD	2.8 inch industrial level durable glass optional capacitive Touch	2.8 inch industrial level durable capacitive Touch	4 inch industrial level durable capacitive Touch	3.5 inch industrial level durable glass	3.5 inch industrial level durable glass
lightning fast data capture	○	-	-	-	-	-	○	○
comprehensively extended functionality	-	-	-	-	-	-	○	swappable components
short-cut keys for macro options	-	-	-	-	-	-	21 or 41 keys	25 or 42 keys
biometric fingerprint verification (optional)	-	-	-	○	-	-	-	○
barcode scanner	1D/2D optional	-	-	-	-	-	built in	built in



Bluebird designs and manufactures eco friendly products  
by global environmental regulation.



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