



- Convenient & Reliable Mobile Payments

BlueAccess

- BA has worked with NFC since 2005 and Bluetooth solutions since 2009.
- Own patent pending solution for proximity detection to connect right mobile to back-office or POS, in complex environments
- Own Intelligent Beacon solution



BlueAccess - Applications

Retail



Public Transport



Event/Membership/ID



To consider.....

- Different traveler segments - regular travelers, tourists, seniors etc.
- Open or closed system or mix
- Flat fare or distance related or mix
- Smart phone penetration
- Personal integrity
- Fraud level – ticket inspectors
- Internet connection coverage
- Beacon and smart cards – need same set up for check-out pricing?



A successful system most likely need a combination of solutions

Flexible & Future proof solution



Buss PC

Ethernet



BA200 readers...

- Intelligent Beacon
- BA & NFC Tap



Ruter App
Single/Period/ID
Beacon check- in/check-out



Ruter reisekort
Reskassa/ID



Vipps
direct payment



Contactless
Visa/MasterCard/...



Contactless
Visa/MasterCard/...
ApplePay/SamsungPay...

BlueAccess unique features



Single reader for all apps/cards

One solution !



No unlocking of the phone
(Tap & Intelligent Beacon)

Easy to use !



No mobile coverage
required with maintained
bank grade security

Works always !



Compatible with all types of
smart mobile phones

(~95% of today's mobiles)
- iPhone 4S, 5, 5C, 5S, 6, 6P, 6S, 6SP
- Android 4.3, 4.4, 5.0

Works for everyone!



No NFC or adaptor required

Thank you!

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