

SmartPay Mobile Prepay

The prepay market for goods and services is growing exponentially. By the end of 2005, the prepaid calling card market is expected to reach 5.3 billion worldwide.



AT A GLANCE

- No stock holding of Prepay cards by merchants
- Increased security
- Greater convenience
- More choices for customer
- Small footprint saves valuable counter space
- Multi-merchant capability
- Full marketing support

- SmartPay is a superior alternative to the traditional method of using prepay cards in specific denominations. SmartPay is a mobile phone prepay top-up solution delivered electronically via a Prepay Voucher printed from a Cadmus printer matched with a Cadmus CPO3 pinpad. By installing SmartPay a merchant can eliminate the need to hold pre-pay card stock - the customer tops up using the EFTPOS terminal. No card stock reduces the opportunity for theft and provides greater convenience for the merchant.
- The SmartPay system also offers greater choice to the customer - there are more denominations available at any point in time.
- The Cadmus EFTPOS terminal has a small footprint which saves valuable counter space and it is EMV certified and 3DES encryption capable. The CPO3 comes complete with an built-in smart card reader and a track 1 and 2 magnetic swipe reader. The CPO3 also has large backlit keys and an easy-to-read backlit screen. In addition, third party cards can be processed (private loyalty cards, data capture etc) and the complete system is multi-merchant capable.
- Find out more about SmartPay ph 0800 476 2787 or visit www.smartpay.co.nz

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