

A Taste of the Future of Payments, at the Taste of Athens Food Festival

## Background:

- Cardlink, the leading POS terminal Network Services Provider in Greece, supported the largest food festival in Athens, "Taste of Athens", which took place at
- the end of September 2019, bringing together the best restaurants, food and drink brands and provided guests
- with experiences such as cooking lessons by world-class chefs, wine tastings and cocktail preparation classes. Cardlink provided all of the transaction technology during
- the four- day event, enabling cashless payments on PAX Technology 's innovative Android terminals which ran
- Cardlink's sophisticated food ordering **Cardlink maitre** and payment software **Cardlink POSsible**.



## **The Solution:**

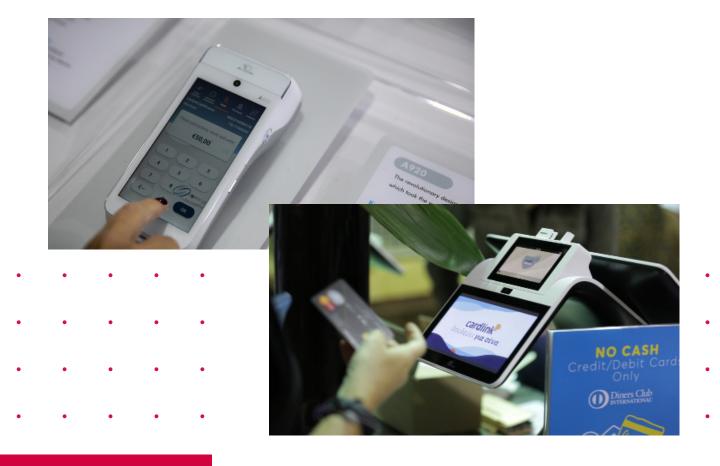
- Cardlink, which today manages a growing estate of over 250,000 POS terminals and 10,000 e-Commerce shops throughout Greece, is on a mission to provide innovative solutions that help enhance the shopping and paying experience of merchants and consumers alike. Cardlink selected
- PAX Technology 's Android A920 SmartPOS and E800 SmartECR terminal hardware, which were connected to **PAXSTORE**, an advanced terminal management system and software distribution platform. **Transaction Systems** and **Novidea** TRSYS hub in Greece have partnered with Cardlink to successfully launch **the first payment application for Android SmartPOS in**
- Greece, named Cardlink POSsible.
  Transaction Systems, as PAX Technology 's Master Distributor for Central and South-
- **eastern Europe**, provides Cardlink with a wide range of payment solutions via new generation PAX Technology devices. Unlike traditional payment terminals, PAX 's Android-based terminals offer powerful smart features and functionalities to help merchants, and financial organizations adapt to a new era of digitalized marketspaces, helping to drive revenue growth, better customer engagement and ultimately more profitability.
  - During the "Taste of Athens" food festival, all orders and payments were managed by Cardlink 's **maitre** order application and integrated with their **Cardlink POSsible** payment application, running on PAX devices. Over 10,000 people visited the festival, generating around 12,500 transactions through 88 PAX Android terminals.

## **The Benefits:**

Next-generation Android payment terminals, such as the handheld **A920 SmartPOS** and the all-inone **E800 SmartECR**, enabled event organizers to provide each visitor with a much more modern and seamless ordering and payment process, reducing waiting times and processing transactions faster.

- Cardlink adopts cutting-edge technology to showcase consumers & merchants that they are the frontrunner of modern digital payment solutions in Greece.
- PAX Technology's wide portfolio of nextgeneration terminals incorporate physical and contactless card readers, as well as cameras, to support any type of payment.
- Merchants & their customers benefit from using terminals with longer-lasting battery life to ensure operational efficiency, and large smartphone-like displays for better viewing experience.
- PAX Android terminals really enhance the usability of payment & value-added applications such as loyalty, account payments, dynamic currency conversion, etc.

- Access to a range of applications specially designed to meet customer service needs of specific market sectors such as catering or retail.
- Easier terminal management via PAXSTORE, offering unprecedented realtime POS device status information and excellent remote help desk control, helping merchant acquirers reduce service times and costs.
- Faster transactions! Android terminals take just a couple of seconds to complete payments, saving lots of time and hassle for merchants & consumers alike.
- Availability of behavioral data on user choices and shopping patterns providing useful insights for more personalized services offering





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