



Bluegiga Case Study

ROLLCOMM



A New Way to Pay

Secure and simple *Bluetooth* wireless application makes retail sales an extension for ROLLCOMM's cell phones

ROLLCOMM is a Hungarian company that offers global mobile device-based solutions in two core areas: communication and payment. ROLLCOMM has developed a wide product family for payment, local marketing and peer-to-peer communication.

ROLLPAY is an innovative and elegant payment solution that is a wireless alternative to cash, check or credit card payments. Users open a billing account with a ROLLPAY partner and download the ROLLPAY application to their cell phones. The secure wireless *Bluetooth* connection allows users to pay via cell phone and the payment is automatically billed from user's account.

"There are several wireless communication technologies available today, but the choice of *Bluetooth* was pretty obvious to us. It is standardized, versatile, reliable, easy to use and inexpensive.", says Robert Szabo, the CEO. "We chose Bluegiga's technology for our terminals, because it supports several transmission technologies, not just *Bluetooth*. It also has a wide array of *Bluetooth* features and it can support 21 simultaneous connections. ROLLCOMM is also very impressed with Bluegiga's professionalism and their ability to support their partners.