

# Flash & Pay

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## What's Flash & Pay?

**Flash & Pay is a smartphone enabled payment system that provides convenience to consumers and personalized marketing possibilities for distributors and vending machine operators.**



### How does it work?

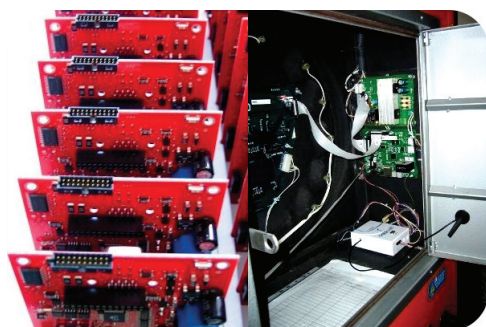
As a consumer, you open Flash & Pay App on your smartphone and scan the QR code displayed on a vending machine. F&P displays the location and the ID of the machine. Specify the amount you want to “drop in,” and vending display confirms your payment similarly to using coins. Select the product and enjoy. Quite simple, right?

## The benefits of Flash & Pay

This innovative payment solution allows buyers to pay easily with their smartphones. Also, since the quick pay option requires a registration, personal information is compiled from each user. The vending network operators can create customer profiles or collect consumer habits. Obtaining personalized data opens the door to endless targeted marketing possibilities. The distributors may display dynamic individualized ads, offer specials but also track certain demographic and geographic patterns.



## What makes it possible?



In the background all vending machines have a dynamic and unique QR code which is generated by their telemetry unit. Only Flash & Pay is able to decode and identify a given machine. Encrypted communication ensures the risk-free payment for vending consumptions. Frequent buyers may register their credit card details in the F&P App and use a quick-pay option in the system.

Just scan, enter your PIN code, and touch a coin icon, then press the Pay button. It's much quicker and simpler than fumbling for change on front of a vending machine.