



BluePay Supports Apple Pay™

BluePay announced its capability to process in-app payments using the new Apple Pay technology operating on iPhone 6 and iPhone 6 Plus devices.

NAPERVILLE, IL, USA, May 21, 2015 /EINPresswire.com/ -- [BluePay](#), a leading merchant account processor specializing in fast, easy, and secure payment solutions, announced its capability to process in-app payments using the new Apple Pay technology operating on iPhone 6 and iPhone 6 Plus devices.

Merchants selling physical goods or services within an iOS 8 app can download an SDK from BluePay's developer website that will work in conjunction with their devices to process transactions on the BluePay Gateway.

When a consumer enters their credit card information into the Passbook app on their device, the data is sent encrypted to Apple and then onto the issuing bank. A unique token is returned and stored in a dedicated chip in the user's iPhone in place of the actual card data. The sensitive payment information is never again seen by Apple, the merchant, or the BluePay Gateway at any point, therefore reducing PCI scope.

"We are proud to support Apple Pay as a simple and secure method for accepting payments," commented Tim Trench, Executive Vice President of Product at BluePay. "We continue to examine the evolution of the payments ecosystem and work to develop seamless and secure integrated solutions to keep us on the forefront of payments technology."

About BluePay: BluePay is a leading provider of technology-enabled payment processing for enterprise, small, and medium-sized businesses in the United States and Canada. Through physical POS, online, mobile interfaces, and software integration, BluePay processes business-to-consumer and business-to-business payments while providing real-time settlement, reporting, and reconciliation, along with robust security features such as tokenization and point-to-point encryption. BluePay is headquartered in Naperville, Illinois, with offices in Chicago, New York and Toronto. For more information, follow BluePay on [Facebook](#), Google+, [Twitter](#), and LinkedIn, or visit www.bluepay.com.

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