



CARD PAYMENT - SUPPOSE CASH DISAPPEARS



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The emerging payment technology is changing our life style rapidly. Currently, 66% of transactions of all sales outlets in America are completed with card, and the number is nearly 50% in Britain. However, although there is a long time to truly realize a real cashless society, a large number of revolutionary technologies will make cash dispensable in the near future.

About 31% people will put goods back on the shelf because they don't have enough cash. Consumers expect the convenience brought by new technology. Meanwhile, retailers have lost billions of dollars every year for the lack of diversified means of payment.

Take the non-contact card which is perfect for micro-payment as example. If we can complete the payment by card in seconds, why do we troublesomely take a mass of change? About 31% people will put goods back on the shelf because they don't have enough cash. Consumers expect the convenience brought by new technology. Meanwhile, retailers have lost billions of dollars every year for the lack of diversified means of payment.

The dream is going to be reality at abroad. In Iceland, you will notice that the buses do not accept cash and swiping card is a default option on taxi.

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