emu, the free payment company, launches its card payment acceptance service in Europe.

Friday 28 September, 2012

27/09/2012 – London, United Kingdom

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emu removes the barriers that prevent small businesses from accepting card payments; such as lengthy contracts, high set-up costs and costly transaction fees.

emu enables sellers (businesses and individuals) to instantly take card payments using any smartphone, tablet or computer. There is no charge to use emu for the first £1000 (€1,250) of sales. After this, sellers pay a simple flat fee of £4.99 (€6.50) a month to use emu for unlimited free payments at 0% transaction fees.

emu is aimed at the 20 million sellers in Europe who are yet to start accepting card payments (source: Eurostat 2011). Having successfully completed trials with sellers through the summer emu is now launching its open payment service in the UK.

Online registration and an easy to follow cloud-based payment page make the service simple to use on any smartphone, tablet or computer. emu's uncomplicated pricing and the simple format of the service make taking cards today easy.

By adhering to the Payment Card Industry (PCI) Data Security Standards emu provides a secure encrypted payment service that protects data, cards and transactions. No sensitive information is stored on the mobile device and all data traffic is encrypted.

emu was founded by British entrepreneurs the Campbell brothers who have three decades combined experience in the mobile internet and payment industries. "We at emu are pleased to be helping sellers in Europe get paid everywhere by removing the cost and complexity of taking card payments."

emu is a simple, secure and mobile service, enabling businesses and individuals to easily take cards today and get paid everywhere.

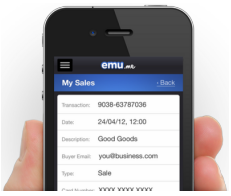
To experience emu, go to https://emu.me|

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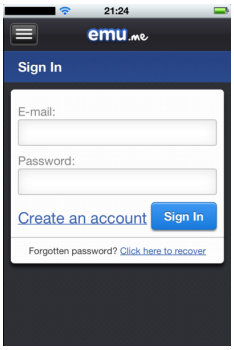
Further press materials (including case studies) are available at:http://bit.ly/TAUBPn

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