Taxi Companies in Scandinavia Go Contactless and COVID-safe with HIPS Payment Group's QR Payment Solution, a First for the European Market

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- Solution supports current trend towards contactless payments

HIPS launches QR payment technology, elevating payment options to the next level and enabling European merchants to go terminal-free.

DUBLIN, Ireland (November 17, 2020) – HIPS Payment Group Ltd., a provider of innovative and cost-effective e-commerce and mobile payment solutions, today announced the launch of their QR Payment technology for terminal-free payment options.

Hips QR simplifies the payment acceptance of agile businesses with only the need of QR payment stickers. Hips QR can be deployed anywhere on Hips' Global Payment Network so that businesses can start immediately accepting ApplePay, Google Pay, Visa, MasterCard, PayPal, China Union Pay, Swish, Vipps, AliPay, WeChatPay and more.

"Although QR codes are already being widely used for payment in Asia, this is the first time it has been offered as a non-proprietary payment technology in Europe. With Hips QR, merchants will have the ability to accept all the most popular payment methods in the physical world without the requirement of a POS terminal for the merchants or any annoying app downloads for the payer," explains John Cavebring, Hips CEO.

Hips' clients can quickly and reliably receive payments for sales made via Hips QR. While the technology can be used nearly anywhere, ranging from carparks to golf courses, it has a huge interest by taxi fleets in Scandinavia and the UK. One of the first taxi companies safeguarding their fleet from COVID-19 exposure with Hips contactless QR payment is Scandinavian Taxi in Norway.

"Since a QR payment code is merely a sticker, we simply slap it on the car and it is ready for contactless payments. It also gives us extra alternative payment methods desired by the taxi companies in Norway like PayPal and Vipps," said Staale Reisen, Group Director of The Payment House AS. The Payment House is a Hips-enabled ISV in Scandinavia and the UK in the taxi vertical, and responsible for the rollout of the COVID-safe Scandinavian taxi cars in Norway.

Hips research shows that there is a current boom in contactless payments across all market sectors. More than half of British, French and German respondents (57%) admit to using contactless payment methods more frequently today than before the spread of Covid-19. Over three-quarters (78%) plan to continue making contactless payments even after the crisis. As the world was gripped by Covid-19, this payment method was seen to strengthen safety measures and limit the spread of the virus.

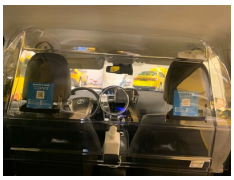
"The world we live in has changed irrevocably. One of the payment trends that has been accelerated during the pandemic is the move towards contactless. While already popular in Scandinavia, it has been rapidly adopted now in all four corners of the globe. It is our belief that payment via a QR code like that provided by Hips could be as ubiquitous in the future as paying via a credit card," adds Cavebring.

For more information, visit www.hips.com or call +46 (0)775 170 111 to schedule a demo appointment.

About HIPS Payment Group Ltd.

HIPS Payment Group Ltd. is a provider of innovative and cost-effective e-commerce and mobile payment solutions. Built on cutting edge technology, Hips is disrupting the finance industry with its Payment gateway for Point of Sale, e-commerce and m-commerce, a fully integrated, digital financial commerce platform with full reconciliation and financing support.

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About The Payment House AS.

The Payment House delivers solutions to a wide range of business sectors. Our main focus is on utilizing the newest technology and the markets most advanced mPos solutions. Together with our mobile payment solution eeZee pay, we can deliver highly efficient products & services to our customers, giving them access to a wide range of payment services.

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