receiving a payee input to generate and transmit the payment information,

wherein the payment information is generated and transmitted from the payee device to the payment processor in response to receipt of the payee input.

6. A method as claimed in claim 4 or 5, further comprising, in response to receipt of the payment information transmitted from the payee device, generating modified payment information based on the payment information, and transmitting the modified payment information from the payment processor to the mobile device.

7. A method as claimed in claim 6, further comprising, in response to receipt of the modified payment information from the payment processor, controlling the mobile device to display the modified payment information.

8. A method as claimed in claim 7, wherein the modified payment information is displayed on or by an application implemented by the mobile device.

9. A method as claimed in any one of claims 1 to 8, further comprising:

transmitting the first identifier from the payee device to one of a plurality of first identifier transmitters; and

upon receipt of the first identifier from the payee device to the first identifier transmitter, broadcasting the first identifier from the first identifier transmitter over the first communication channel.

10. A method as claimed in claim 9, further comprising controlling the mobile device to display a second identifier request, in response to receipt from the first identifier transmitter of the broadcast of the first identifier.

11. A method as claimed in claim 10, wherein the second identifier request comprises payee information relating to the payee device corresponding to the first identifier.

~~13~~12. A method as claimed in claim 1, wherein the broadcast identifier is a universally unique identifier (UUID) and the designated broadcast identifier is a designated UUID.

~~14~~13. A method as claimed in any one of claims 1 to ~~13~~12, further comprising:

receiving a first payor input to generate and transmit the identifier notification,

wherein the identifier notification is generated and transmitted from the mobile device to the payment processor in response to receipt of the first payor input.

~~15~~14. A method as claimed in any one of claims 1 to ~~14~~13, further comprising:

receiving a second payor input to generate and transmit the payment request,

wherein the payment request is generated and transmitted from the mobile device to the payment processor in response to receipt of the second payor input.

~~16~~15. A method as claimed in any one of claims 1 to ~~15~~14, wherein the first communication channel is a short-range communication channel.

~~17~~16. A method as claimed in any one of claims 1 to ~~16~~15, wherein the first communication channel is a Bluetooth Low Energy communication channel.

~~18~~17. A method as claimed in any one of claims 1 to ~~17~~16, wherein the first communication channel has a communication range of at least 1 meter.

~~19~~18. A method as claimed in any one of claims 1 to ~~18~~17, wherein the first communication channel has a maximum communication range of about 100 meters.

~~20~~19. A method as claimed in any one of claims 1 to ~~19~~18, wherein the first communication channel is a maximum data rate of about 1 megabits-per-second.

~~21~~20. A method as claimed in any one of claims 1 to ~~20~~19, wherein the first communication channel has a peak current consumption of at most 15 milliamperes.

~~22~~21. A method as claimed in any one of claims 1 to ~~21~~20, wherein the first communication channel and the second communication channel are different communication channels.

~~23~~22. A method as claimed in any one of claims 1 to ~~22~~21, wherein the second communication channel is a mobile cellular communication channel.

~~24~~23. A method as claimed in any one of claims 1 to ~~23~~22, wherein the second communication channel is a wireless local area network communication channel.

~~25~~24. A method as claimed in any one of claims 1 to ~~24~~23, wherein the payee devices are located in different locations.

~~26~~25. A method as claimed in any one of claims 1 to ~~25~~24, wherein each of the payee devices is a smartphone.

~~27~~26. A method as claimed in any one of claims 1 to ~~26~~25, wherein the mobile device is a smartphone.

~~28~~27. A system for enabling a payment between a payor and one of a plurality of payees, comprising:

a plurality of payee devices for respective use by the payees, each payee device corresponding to a first identifier for broadcast over a first communication channel;

a mobile device for use by the payor, and arranged to:

monitor the first communication channel for receipt of a broadcast comprising a broadcast identifier and the first identifier corresponding to one of the payee devices;

upon receipt of the broadcast, determine that the broadcast identifier corresponds to a designated broadcast identifier, generate an identifier notification comprising the first identifier and a second identifier corresponding to the mobile device, and transmit the identifier notification over a second communication channel; and

generate a payment request comprising the second identifier, and transmit the payment request;

a payment processor in communication with the mobile device and the payee devices, and arranged to:

in response to receipt of the identifier notification transmitted from the mobile device over the second communication channel, associate the second identifier of the identifier notification with the first identifier of the identifier notification in a memory; and

in response to receipt of the payment request transmitted from the mobile device, generate a payment notification in respect of the payment request, and transmit the payment notification to the payee device corresponding to the first identifier associated with the second identifier.

~~29~~28. A system as claimed in claim ~~28~~27, wherein the first identifier is an identifier of one of the payees or payee devices, and the second identifier is an identifier of the payor or mobile device.

~~30~~29. A system as claimed in claim ~~28-~~27 or ~~29~~28, wherein the payee device corresponding to the first identifier associated with the second identifier is arranged to, in response to receipt of the payment notification transmitted from the payment processor, generate payment information in respect of the payment request, and transmit the payment information to the payment processor.

~~31~~30. A system as claimed in claim ~~30~~29, wherein the payee device corresponding to the first identifier associated with the second identifier is arranged to receive a payee input to generate and transmit the payment information, and

wherein the payment information is generated and transmitted from the payee device to the payment processor in response to receipt of the payee input.

~~32~~31. A system as claimed in claim ~~30-~~29 or ~~31~~30, wherein the payment processor is arranged to, in response to receipt of the payment information transmitted from the payee device, generate modified payment information based on the payment information, and transmit the modified payment information to the mobile device.

~~33~~32. A system as claimed in claim ~~32~~31, wherein the mobile device is arranged to, in response to receipt of the modified payment information from the payment processor, display the modified payment information.

~~34~~33. A system as claimed in claim ~~33~~32, wherein the modified payment information is displayed on or by an application implemented by the mobile device.

~~35~~34. A system as claimed in any one of claims ~~28-~~27 to ~~34~~33, wherein each payee device is arranged to transmit a first identifier corresponding to the payee device to one of a plurality of first identifier transmitters, and

wherein each identifier transmitter is arranged to, upon receipt of the first identifier from a payee device to the first identifier transmitter, broadcast the first identifier received from the payee device over the first communication channel.

~~36~~35. A system as claimed in claim ~~35~~34, wherein the mobile device is arranged to display a second identifier request, in response to receipt from the first identifier transmitter of the broadcast of the first identifier.

~~37~~36. A system as claimed in claim ~~36~~35, wherein the second identifier request comprises payee information relating to the payee device corresponding to the first identifier.

~~39~~37. A system as claimed in claim ~~28~~27, wherein the broadcast identifier is a universally unique identifier (UUID) and the designated broadcast identifier is a designated UUID.

~~40~~38. A system as claimed in any one of claims ~~28~~-27 to ~~39~~37, wherein the mobile device is arranged to receive a first payor input to generate and transmit the identifier notification, and

wherein the identifier notification is generated and transmitted from the mobile device to the payment processor in response to receipt of the first payor input.

~~41~~39. A system as claimed in any one of claims ~~28~~-27 to ~~40~~38, wherein the mobile device is arranged to receive a second payor input to generate and transmit the payment request, and

wherein the payment request is generated and transmitted from the mobile device to the payment processor in response to receipt of the second payor input.

~~42~~40. A system as claimed in any one of claims ~~28~~-27 to ~~41~~39, wherein the first communication channel is a short-range communication channel.

~~43~~41. A system as claimed in any one of claims ~~28~~-27 to ~~42~~40, wherein the first communication channel is a Bluetooth Low Energy communication channel.

~~44~~42. A system as claimed in any one of claims ~~28~~-27 to ~~43~~41, wherein the first communication channel has a communication range of at least 1 meter.

~~45~~43. A system as claimed in any one of claims ~~28~~-27 to ~~44~~42, wherein the first communication channel has a maximum communication range of about 100 meters.

~~46~~44. A system as claimed in any one of claims ~~28~~ 27 to ~~45~~43, wherein the first communication channel is a maximum data rate of about 1 megabits-per-second.

~~47~~45. A system as claimed in any one of claims ~~28~~ 27 to ~~46~~44, wherein the first communication channel has a peak current consumption of at most 15 milliamperes.

~~48~~46. A system as claimed in any one of claims ~~28~~ 27 to ~~47~~45, wherein the first communication channel and the second communication channel are different communication channels.

~~49~~47. A system as claimed in any one of claims ~~28~~ 27 to ~~48~~46, wherein the second communication channel is a mobile cellular communication channel.

~~50~~48. A system as claimed in any one of claims ~~28~~ 27 to ~~49~~47, wherein the second communication channel is a wireless local area network communication channel.

~~51~~49. A system as claimed in any one of claims ~~28~~ 27 to ~~50~~48, wherein the payee devices are located in different locations.

~~52~~50. A system as claimed in any one of claims ~~28~~ 27 to ~~51~~49, wherein each of the payee devices is a smartphone.

~~53~~51. A system as claimed in any one of claims ~~28~~ 27 to ~~52~~50, wherein the mobile device is a smartphone.

~~54~~52. A payment processor for enabling a payment between a payor using a mobile device and one of a plurality of payees using respective payee devices, comprising:

a communication interface arranged to:

receive, from the mobile device over a second communication channel, a transmission of an identifier notification comprising a first identifier corresponding to one of the plurality of payee devices and a second identifier corresponding to the mobile device, the transmission of the identifier notification being made by the mobile device upon a determination that a broadcast identifier corresponds to a designated broadcast identifier, the broadcast identifier and the first identifier being previously received by the mobile device from a broadcast to the mobile device over a first communication channel; and

receive, from the mobile device, a payment request comprising the second identifier;

an identifier associator arranged to, in response to receipt of the identifier notification transmitted from the mobile device over the second communication channel, associate the second identifier of the identifier notification with the first identifier of the identifier notification in a memory; and

a payment notification generator arranged to, in response to receipt of the payment request transmitted from the mobile device, generate a payment notification in respect of the payment request, for transmission to the payee device corresponding to the first identifier associated with the second identifier.

~~55~~53. A payee device for enabling a payment between a payor using a mobile device and a payee using the payee device, comprising:

a communication interface arranged to:

transmit a broadcast identifier and a first identifier corresponding to the payee device, the broadcast identifier and the first identifier being output by the communication interface for broadcast over a first communication channel to the mobile device, the first identifier broadcast to the mobile device being for transmission over a second communication channel to a payment processor with a second identifier corresponding to the mobile device upon a determination that the broadcast identifier corresponds to a designated broadcast identifier, the first identifier transmitted to the payment processor being for association with the second identifier transmitted with the first identifier in a memory of the payment processor; and

receive, from the payment processor, a payment notification (i) in respect of a payment request previously transmitted from the mobile device to the payment processor and comprising the second identifier, and (ii) transmitted from the payment processor to the payee device based on the second identifier of the payment request and the association of the second identifier with the first identifier; and

a payment information generator arranged to, in response to receipt of the payment notification transmitted from the payment processor, generate payment information in respect of the payment request, for transmission to the payment processor.

~~56~~54. A method of identifying one of a plurality of service providers using respective identifier transmitters, comprising:

monitoring a first communication channel for receipt of a broadcast of a first identifier corresponding to one of the plurality of identifier transmitters;

upon receipt of the first identifier, generating an identifier notification comprising the first identifier and a second identifier corresponding to a mobile device, and transmitting the identifier notification over a second communication channel to a transmitter identifying device;

in response to receipt of the identifier notification at the transmitter identifying device, associating the second identifier of the identifier notification with the first identifier of the identifier notification in a memory;

receiving from a querying device an identifier request comprising the second identifier; and

in response to receipt of the identifier request, generating a transmitter notification based on the first identifier associated with the second identifier in the memory, and transmitting the transmitter notification to the querying device,

wherein the querying device is not the mobile device.

~~57~~55. A method as claimed in claim ~~56~~54, wherein the identifier request is transmitted from the mobile device to the transmitter identifying device over the second communication channel.

~~58~~56. A method as claimed in claim ~~56-~~54 or ~~57~~55, wherein the transmitter notification comprises the first identifier associated with the second identifier in the memory.

~~59~~57. A method as claimed in any one of claims ~~56-~~54 to ~~58~~56, further comprising determining the location of the identifier transmitter corresponding to the first identifier associated with the second identifier in the memory, and wherein the transmitter notification comprises data indicative of the determined location.

~~60~~58. A method as claimed in any one of claims ~~56-~~54 to ~~59~~57, wherein the first identifier is an identifier of and broadcast by the identifier transmitter corresponding to the first identifier.

~~61~~59. A method as claimed in any one of claims ~~56-~~54 to ~~60~~58, wherein the second identifier is an identifier of the mobile device.

~~62~~60. A method as claimed in any one of claims ~~56-~~54 to ~~60~~59, wherein the second identifier is an identifier of a user of the mobile device.

~~63~~61. A method as claimed in any one of claims ~~56~~-54 to ~~62~~60, wherein the identifier notification is generated and transmitted by the mobile device.

~~64~~62. A method as claimed in any one of claims ~~56~~-54 to ~~63~~61, wherein the querying device is another mobile device.

~~65~~63. A method as claimed in any one of claims ~~56~~-54 to ~~64~~62, further comprising, in response to receipt of the transmitter notification at the querying device, controlling the querying device to display the identifier transmitter corresponding to the first identifier.

~~66~~64. A method as claimed in claim ~~65~~63, wherein the identifier transmitter corresponding to the first identifier is displayed by an application implemented on or by the querying device.

~~67~~65. A method as claimed in any one of claims ~~56~~-54 to ~~65~~63, further comprising controlling the mobile device to display a second identifier request, in response to receipt from the first identifier transmitter of the broadcast of the first identifier.

~~68~~66. A method as claimed in claim ~~67~~65, wherein the second identifier request comprises identifier transmitter information relating to the identifier transmitter corresponding to the first identifier.

~~69~~67. A method as claimed in any one of claims ~~56~~-54 to ~~68~~66, wherein the broadcast of the first identifier comprises a broadcast identifier, and the method further comprises determining that the broadcast identifier corresponds to a designated broadcast identifier.

~~70~~68. A method as claimed in claim ~~69~~67, wherein the broadcast identifier is a universally unique identifier (UUID) and the designated broadcast identifier is a designated UUID.

~~71~~69. A method as claimed in any one of claims ~~56~~-54 to ~~70~~68, further comprising:

receiving a first user input to generate and transmit the identifier notification,

wherein the identifier notification is generated and transmitted from the mobile device to the transmitter identifying device in response to receipt of the first user input.

~~72~~70. A method as claimed in any one of claims ~~56~~ 54 to ~~71~~69, further comprising:

receiving a second user input to generate and transmit the identifier request,

wherein the identifier request is generated and transmitted from the querying device to the transmitter identifying device in response to receipt of the second user input.

~~73~~71. A method as claimed in any one of claims ~~56~~ 54 to ~~72~~70, wherein the first communication channel is a short-range communication channel.

~~74~~72. A method as claimed in any one of claims ~~56~~ 54 to ~~73~~71, wherein the first communication channel is a Bluetooth Low Energy communication channel.

~~75~~73. A method as claimed in any one of claims ~~56~~ 54 to ~~74~~72, wherein the first communication channel has a communication range of at least 1 meter.

~~76~~74. A method as claimed in any one of claims ~~56~~ 54 to ~~75~~73, wherein the first communication channel has a maximum communication range of about 100 meters.

~~77~~75. A method as claimed in any one of claims ~~56~~ 54 to ~~76~~74, wherein the first communication channel is a maximum data rate of about 1 megabits-per-second.

~~78~~76. A method as claimed in any one of claims ~~56~~ 54 to ~~77~~75, wherein the first communication channel has a peak current consumption of at most 15 milliamperes.

~~79~~77. A method as claimed in any one of claims ~~56~~ 54 to ~~78~~76, wherein the first communication channel and the second communication channel are different communication channels.

~~80~~78. A method as claimed in any one of claims ~~56~~ 54 to ~~79~~77, wherein the second communication channel is a mobile cellular communication channel.

~~81~~79. A method as claimed in any one of claims ~~56~~ 54 to ~~80~~78, wherein the second communication channel is a wireless local area network communication channel.

~~82~~80. A method as claimed in any one of claims ~~56~~ 54 to ~~81~~79, wherein the identifier transmitters are located in different locations.

~~83~~81. A method as claimed in any one of claims ~~56~~ 54 to ~~82~~80, wherein the mobile device is a smartphone.

~~84~~82. A system for identifying one of a plurality of service providers, comprising:

a plurality of identifier transmitters for respective use by the service providers, each identifier transmitter arranged to broadcast a first identifier over a first communication channel;

a mobile device arranged to:

monitor the first communication channel for receipt of a broadcast of the first identifier corresponding to one of the plurality of identifier transmitters; and

upon receipt of the first identifier, generate an identifier notification comprising the first identifier and a second identifier corresponding to the mobile device, and transmit the identifier notification over a second communication channel;

a transmitter identifying device arranged to:

receive the identifier notification transmitted from the mobile device over the second communication channel;

associate the second identifier of the identifier notification with the first identifier of the identifier notification in a memory;

receive from a querying device an identifier request comprising the second identifier;

generate a transmitter notification based on the first identifier associated with the second identifier in the memory, and transmit the transmitter notification to the querying device,

wherein the querying device is not the mobile device.

~~85~~83. A system as claimed in claim ~~84~~82, wherein the querying device is another mobile device.

~~86~~84. A system as claimed in claim ~~84~~ 82 or ~~85~~83, wherein the transmitter notification comprises the first identifier associated with the second identifier in the memory.

~~87~~85. A system as claimed in any one of claims ~~84~~ 82 to ~~86~~84, wherein the transmitter identifying device is arranged to determine the location of the identifier transmitter corresponding to the first identifier associated with the second identifier in

the memory, and wherein the transmitter notification comprises data indicative of the determined location.

~~88~~86. A system as claimed in any one of claims ~~84~~ 82 to ~~87~~85, wherein the first identifier is an identifier of and broadcast by the identifier transmitter corresponding to the first identifier.

~~89~~87. A system as claimed in any one of claims ~~84~~ 82 to ~~88~~86, wherein the second identifier is an identifier of the mobile device.

~~90~~88. A system as claimed in any one of claims ~~84~~ 82 to ~~88~~86, wherein the second identifier is an identifier of a user of the mobile device.

~~91~~89. A system as claimed in any one of claims ~~84~~ 82 to ~~90~~88, wherein the mobile device is arranged to generate and transmit the identifier notification.

~~92~~90. A system as claimed in any one of claims ~~84~~ 82 to ~~91~~89, wherein the querying device is arranged to, in response to receipt of the transmitter notification, display the identifier transmitter corresponding to the first identifier.

~~93~~91. A system as claimed in claim ~~92~~90, wherein the identifier transmitter corresponding to the first identifier is displayed on or by an application implemented by the querying device.

~~94~~92. A system as claimed in any one of claims ~~84~~ 82 to ~~93~~91, wherein the mobile device is arranged to display a second identifier request, in response to receipt from the first identifier transmitter of the broadcast of the first identifier.

~~95~~93. A system as claimed in claim ~~94~~92, wherein the second identifier request comprises identifier transmitter information relating to the identifier transmitter corresponding to the first identifier.

~~96~~94. A system as claimed in any one of claims ~~84~~ 82 to ~~95~~93, wherein the broadcast of the first identifier comprises a broadcast identifier, and the mobile device is arranged to determine that the broadcast identifier corresponds to a designated broadcast identifier.

~~97~~95. A system as claimed in claim ~~96~~94, wherein the broadcast identifier is a universally unique identifier (UUID) and the designated broadcast identifier is a designated UUID.

~~98~~96. A system as claimed in any one of claims ~~84~~ 82 to ~~97~~95, wherein the mobile device is arranged to receive a first user input to generate and transmit the identifier notification, and

wherein the identifier notification is generated and transmitted from the mobile device to the transmitter identifying device in response to receipt of the first user input.

~~99~~97. A system as claimed in any one of claims ~~84~~ 82 to ~~98~~96, wherein the querying device is arranged to receive a second user input to generate and transmit the identifier request, and

wherein the identifier request is generated and transmitted from the querying device to the transmitter identifying device in response to receipt of the second user input.

~~100~~98. A system as claimed in any one of claims ~~84~~ 82 to ~~99~~97, wherein the first communication channel is a short-range communication channel.

~~101~~99. A system as claimed in any one of claims ~~84~~ 82 to ~~100~~98, wherein the first communication channel is a Bluetooth Low Energy communication channel.

~~102~~100. A system as claimed in any one of claims ~~84~~ 82 to ~~101~~99, wherein the first communication channel has a communication range of at least 1 meter.

~~103~~101. A system as claimed in any one of claims ~~84~~ 82 to ~~102~~100, wherein the first communication channel has a maximum communication range of about 100 meters.

~~104~~102. A system as claimed in any one of claims ~~84~~ 82 to ~~103~~101, wherein the first communication channel is a maximum data rate of about 1 megabits-per-second.

~~105~~103. A system as claimed in any one of claims ~~84~~ 82 to ~~104~~102, wherein the first communication channel has a peak current consumption of at most 15 milliamperes.

~~106~~104. A system as claimed in any one of claims ~~84~~ 82 to ~~105~~103, wherein the first communication channel and the second communication channel are different communication channels.

~~107~~105. A system as claimed in any one of claims ~~84~~ 82 to ~~106~~104, wherein the second communication channel is a mobile cellular communication channel.

~~108~~106. A system as claimed in any one of claims ~~84~~ 82 to ~~107~~105, wherein the second communication channel is a wireless local area network communication channel.

~~109~~107. A system as claimed in any one of claims ~~84~~ 82 to ~~108~~106, wherein the identifier transmitters are located in different locations.

~~110~~108. A system as claimed in any one of claims ~~84~~ 82 to ~~109~~107, wherein the mobile device is a smartphone.

~~111~~109. A transmitter identifying device for identifying one of a plurality of service providers using respective identifier transmitters, comprising:

a communication interface arranged to:

receive, from a mobile device over a second communication channel, an identifier notification comprising a first identifier corresponding to one of the plurality of identifier transmitters and a second identifier corresponding to the mobile device, the first identifier being previously broadcast to the mobile device over a first communication channel; and

receive, from a querying device, an identifier request comprising the second identifier;

an identifier associator arranged to, in response to receipt of the identifier notification transmitted from the mobile device over the second communication channel, associate the second identifier of the identifier notification with the first identifier of the identifier notification in a memory; and

a transmitter notification generator arranged to, in response to receipt of the identifier request transmitted from the querying device, generate a transmitter notification based on the first identifier associated with the second identifier in the memory, for transmission to the querying device,

wherein the querying device is not the mobile device.

~~112~~110. A querying device for identifying one of a plurality of service providers using respective identifier transmitters, comprising:

an identifier request generator arranged to generate an identifier request comprising a second identifier corresponding to a mobile device, and

a communication interface arranged to transmit the identifier request to a transmitter identifying device, and receive from the transmitter identifying device a transmitter notification generated based on a first identifier associated with the second identifier in a memory of the transmitter identifying device,

wherein:

the first identifier corresponds to one of the plurality of identifier transmitters, and is associated with the second identifier in the memory of the transmitter identifying device by the transmitter identifying device upon the mobile device transmitting an identifier notification comprising the first identifier and a second identifier over a second communication channel to the transmitter identifying device, and

the identifier notification is transmitted by the mobile device to the transmitter identifying device upon the mobile device receiving over a first communication channel a broadcast of the first identifier.