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(54) Title: METHOD AND APPARATUS FOR PROCESSING ELECTRONIC TRANSACTION INFORMATION

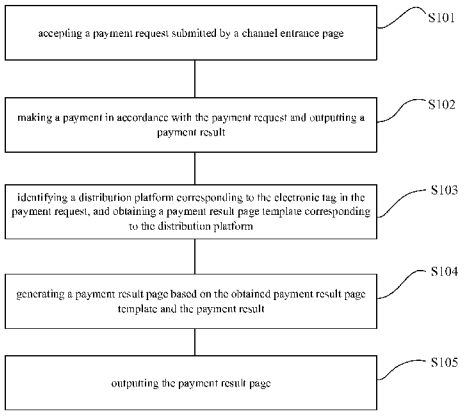


Figure 1

(57) Abstract: The present invention relates to a method and apparatus for processing electronic transaction information, the method comprising: accepting a payment request submitted by a channel entrance page, the payment request comprising an electronic tag corresponding to the channel entrance page; making a payment in accordance with the payment request and outputting a payment result; identifying a distribution platform corresponding to the electronic tag; generating a payment result page based on the identified distribution platform; and outputting the payment result page. In accordance with the method and apparatus for processing electronic transaction information of the present invention, electronic tags are embedded in the processing steps of the electronic transactions, and two or more independent and closed transaction processing systems sharing the same payment process can be established. Thus, the amount of work and cost for establishing electronic transaction distribution platforms can be reduced.

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