WHAT IS CLAIMED IS:

1. A method for bridging a transaction between a payer of a first service provider and a receiver of a second service provider, comprising:

wirelessly receiving, by an issuer system of the first service provider, (1) a scanned image of a logo embedded target of the second service provider or (2) a target content of the logo embedded target and an acquirer identity of the second service provider, from a portable device of the payer;

if the issuer system wirelessly receives the scanned image of the logo embedded target from the portable device, performing, by the issuer system, logo pattern recognition on the scanned image against a library of service providers to identify the acquirer identity of the second service provider;

providing, by the issuer system, the target content and the acquirer identity to a bridging system of a bridging service provider; and

receiving, by the issuer system, a payment request generated based on the target content of the logo embedded target, from the bridging system; wherein:

the acquirer identity of the second service provider is identified by logo pattern recognition on the scanned image against a library of service providers; and

the first service provider is different from the second service provider.

2. The method of claim 1, wherein:

the issuer system wirelessly receives the target content and the acquirer identity from the portable device; and

the logo pattern recognition on the scanned image is performed by the portable device of the payer.

3. The method of claim 1, after receiving the payment request from the bridging

system further comprising:

providing, by the issuer system, the payment request to the portable device of the payer;

receiving, by the issuer system, a payment approval from the portable device to confirm the payment request; and

providing, by the issuer system, the payment approval to the bridging system.

4. A method for bridging a transaction between a payer of a first service provider and a receiver of a second service provider, comprising:

receiving, by a bridging system of a bridging service provider, (1) a scanned image of a logo embedded target of the second service provider or (2) a target content of the logo embedded target and an acquirer identity of the second service provider, from an issuer system of the first service provider;

if the bridging system wirelessly receives the scanned image of the logo embedded target from the issuer system, performing, by the bridging system, logo pattern recognition on the scanned image against a library of service providers to identify the acquirer identity of the second service provider;

providing, by the bridging system, the target content to an acquirer system of the second service provider based on the acquirer identity;

receiving, by the bridging system, a payment request generated based on the target content from the acquirer system; and

providing, by the bridging system, the payment request to the issuer system; wherein:

the acquirer identity of the second service provider is identified by logo pattern recognition on the scanned image against a library of service providers; and

the first service provider is different from the second service provider.

5. The method of claim 4, after receiving the payment request from the acquirer system further comprising:

receiving, by the bridging system, a payment approval from the issuer system to confirm the payment request; and

providing, by the bridging system, a transaction result to the issuer system and the acquirer system.

6. A method for bridging a transaction between a payer of a first service provider and a receiver of a second service provider, comprising:

wirelessly receiving, by an issuer system of the first service provider, a target request comprising an acquirer identity of the second service provider, from a portable device of the payer for a target content of the second service provider;

providing, by the issuer system, the target request to the bridging system;

receiving, by the issuer system, the target content of the second service provider from the bridging system; and

providing, by the issuer system, the target content to the portable device of the payer; wherein:

the acquirer identity is selected from a matching acquirer list generated based on logo pattern recognition on a scanned image against a library of service providers, and the scanned image comprises one or more logos of service providers; and

the first service provider is different from the second service provider.

7. The method of claim 6, before wirelessly receiving the target request further comprising:

receiving, by the issuer system, the scanned image from the portable device;

performing, by the issuer system, logo pattern recognition on the scanned image against a library of service providers to generate the matching acquirer list; and

wirelessly providing, by the issuer system, the matching acquirer list to the portable device.

8. The method of claim 6, after providing the target content to the portable device further comprising:

receiving, by the issuer system, a payment request generated based on the target content from the bridging system; and

providing, by the issuer system, a payment approval to confirm the payment request.

9. A method for bridging a transaction between a payer of a first service provider and a receiver of a second service provider, comprising:

receiving, by a bridging system of a bridging service provider, a target request comprising an acquirer identity of the second service provider from an issuer system of the first service provider; and

providing, by the bridging system, a target content of the second service provider to the issuer system; wherein:

the acquirer identity is selected from a matching acquirer list generated based on logo pattern recognition on a scanned image against a library of service providers, and the scanned image comprises one or more logos of service providers; and

the first service provider is different from the second service provider.

10. The method of claim 9, before receiving the target request further comprising:

receiving, by the bridging system, the scanned image from the issuer system;

performing, by the bridging system, logo pattern recognition on the scanned image against a library of service providers to generate the matching acquirer list; and

providing, by the issuer system, the matching acquirer list to the issuer system.

11. The method of claim 9, before providing the target content to the issuer system further comprising:

providing, by the bridging system, the target request to the acquirer system of the second service provider based on the acquirer identity;

receiving, by the bridging system, the target content from to the acquirer system.

12. The method of claim 9, after providing the target content to the issuer system further comprising:

receiving, by the bridging system, a payment request generated based on the target content from an acquirer system of the second service provider;

providing, by the bridging system, the payment request to the issuer system;

receiving, by the bridging system, a payment approval from the issuer system to confirm the payment request; and

providing, by the bridging system, a transaction result to the issuer system and the acquirer system.

137. A method for bridging a transaction between a payer of a first service

provider and a receiver of a second service provider, comprising:

receiving, by an acquirer system of the second service provider, (1) a scanned image of a logo embedded target of the first service provider or (2) a target content of the logo embedded target and an issuer identity of the first service provider, from a merchant device of the receiver;

if the acquirer system receives the scanned image of the logo embedded target from the merchant device, performing, by the acquirer system, logo pattern recognition on the scanned image against a library of service providers to identify the issuer identity of the first service provider; and

providing, by the acquirer system, the target content, the issuer identity and a payment request to a bridging system of a bridging service provider;

wherein:

the issuer identity of the first service provider is identified by logo pattern recognition on the scanned image against a library of service providers

the payment request is generated based on a transaction information provided by the receiver; and

the first service provider is different from the second service provider.

14. A method for bridging a transaction between a payer of a first service provider and a receiver of a second service provider, comprising:

receiving, by a bridging system of a bridging service provider, (1) a scanned image of a logo embedded target of the first service provider or (2) a target content of the logo embedded target and an issuer identity of the first service provider, from an acquirer system of the second service provider;

if the bridging system receives the scanned image of the logo embedded target from the acquirer system, performing, by the bridging system, logo pattern recognition on the scanned image against a library of service providers

to identify the issuer identity of the first service provider;

providing, by the bridging system, the target content and a payment request to an issuer system of the first service provider based on the issuer identity; and

receiving, by the bridging system, a payment approval from the issuer system; wherein:

the issuer identity of the first service provider is identified by logo pattern recognition on the scanned image against a library of service providers

the payment request is generated based on a transaction information provided by the receiver; and

the first service provider is different from the second service provider.

15. The method of claim 14, after receiving the payment approval from the issuer system further comprising:

executing, by the bridging system, the transaction based on the payment request and the payment approval; and

providing, by the bridging system, a transaction result to the issuer system and the acquirer system.