Turn Every Tap Into a Digital Experience

BUSINESS SOLUTION GUIDE:
Understand the benefits DynaCast, NFC Card Emulation, offers and the business use cases.

Overview:

DynaCast delivers receipts, access, and links directly to a user's phone.

Use Cases and Benefits:

How to expand the use of NFC Card Emulation technology with MagTek MMS Dyna Devices and add revenue building value to your application offering.

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SECURITY FROM THE INSIDE

Where hardware and services meet.

OVERVIEW

Executive Summary

DynaCast is NFC Card Emulation technology integrated into MagTek MMS Dyna Devices. It delivers significant value at the point-of-sale and the point-of-interaction by seamlessly connecting users to personalized digital experiences via custom URLs. It supports a wide variety of use cases, including instant loyalty program enrollment, digital product information, warranty registration, customer feedback collection, social media engagement, flexible payment solutions, personalized upselling, order tracking, subscription services, charity donations, digital business cards, event invitations, instant software downloads, product recall notifications, queue management, and immersive AR/VR experiences.

For merchants, this technology reduces costs associated with physical receipts and marketing materials, provides frictionless customer engagement without requiring app downloads, and facilitates comprehensive data collection for analytics. It significantly enhances the customer experience through personalized and timely interactions, increases opportunities for upselling, strengthens brand loyalty, aligns with sustainability initiatives, and helps prevent fraud by eliminating easily counterfeited printed coupons.

Consumers benefit through enhanced convenience, personalized offers, immediate access to relevant information, improved security and privacy, and engaging, interactive experiences optimized for mobile devices. The solution also aligns with consumer preferences for sustainability and provides instant support and resolution channels, significantly elevating the overall shopping experience.

How DynaCast Offers More than Standard NFC Card Emulation

Unlock instant, engaging digital interactions at the point-of-sale and point-of-interaction with MagTek MMS Dyna Device DynaCast technology. MMS Dyna Devices transform the checkout experience by emulating a secure, read-only smart card that delivers custom URLs directly to customers' smartphones instantaneously.

DynaCast allows an NFC-enabled device, like a smartphone, to function like a contactless smart card. This enables the smartphone to interact with other NFC readers, like MagTek MMS Dyna Devices, for various applications like payments, access control, and ticketing. This allows users to digitally access a limitless number of points and gives users the freedom to no longer need physical access objects (like ID badges, tickets, coupons, etc.).

Specifications and Core Features:
- Compliant with ISO/IEC14443 Type-A and NFC Forum Type 4 standards
- No app required on consumer's phones.
- No complex consumer setup
- Works with most modern smartphones including: iPhone 7 and later and Android devices equipped with NFC capabilities

BENEFITS AND USE CASES

Merchant and User Benefits

1. MERCHANT/BUSINESS BENEFITS

For merchants, having DynaCast enhances customer engagement and captures valuable interaction data. This results in several key benefits:

- **Cost Savings**: Reduces paper receipts, printed coupons, and marketing materials.

- **Frictionless Engagement**: No need for app downloads; only a tap is needed.

- **Data Collection & Analytics**: Track customer interactions with URL clicks.

- **Improved Customer Experience**: Personalized, real-time interactions.

- **Increased Sales & Upselling**: Digital promotions and recommendations delivered.

- **Brand Loyalty & Retention**: Seamless sign-ups for loyalty programs.

- **Sustainability & Eco-Friendly**: Reduce waste and align with green business initiatives.

- **Fraud Prevention**: Eliminates printed coupons that can be easily counterfeited.

2. CUSTOMER/USER BENEFITS

Users simply tap their phone, resulting in key benefits, including:

- **Convenience**: No need to carry physical receipts, coupons, or loyalty cards.

- **Personalized Offers**: Receive targeted deals and product recommendations.

- **Quick Access to Information**: Instantly retrieve warranty info, manuals, or product info.

- **Secure & Private**: No need to share personal information directly with the merchant.

- **Mobile-Friendly**: Work seamlessly on any smartphone without extra steps.

- **Engaging & Interactive**: Access videos, AR experiences, or gamified promotions.

- **Sustainable Choice**: Reduce reliance on paper and physical media.

- **Immediate Support & Resolution**: Get instant access to FAQs, live chat, or service.

Use Cases

DynaCast opens a world of opportunities. Experience secure, personalized, and frictionless interactions with DynaCast built into MMS Dyna Devices, transforming every transaction into an opportunity for deeper customer connection, brand loyalty, and revenue generation. Empowering restaurant, retail, hospitality, healthcare, airline, transportation, and banking industries with technology tailored to their needs.

- **Loyalty Program Enrollment & Rewards**: Instantly direct customers.

- **Digital Product Information**: Provide access to product details, reviews, and videos.

- **Warranty Registration**: Allow customers to register their purchased product.

- **Surveys & Feedback Collection**: Prompt customers to leave a review.

- **Social Media Engagement**: Direct customers to share on social media.

- **Payment Options & BNPL Links**: Guide users to payment and financing applications.

- **Personalized Upselling**: Offer related product recommendations or discounts.

- **Order Tracking**: Provide real-time order status updates and delivery tracking.

- **Subscription Services**: Offer quick sign-up for recurring purchases or memberships.

- **Charity Donations**: Enable customers to donate at checkout.

- **Digital Business Cards**: Share the merchant's contact details, app, or services.

- **Event & Webinar Invitations**: Invite customers to exclusive events.

- **Instant Software Downloads**: Provide a direct download link for apps and software.

- **Emergency Recall Notices**: Offer a quick way for customers to check recall info.

- **Queue Management & Waitlist Signups**: Offer check in for curbside pickup, reservations, or healthcare appointments.

- **Mobile AR & VR Experiences:** Engage users with augmented reality or virtual stores.

Conclusion

DynaFlex II PED, DynaFlex II Go, DynaProx, and DynaFlex II SCR, MMS Dyna Devices with DynaCast allow ISVs to offer their clients more. MagTek's MMS Dyna Devices deliver a robust, versatile, and secure payment solution ideal for businesses seeking reliable and future-proof transaction devices. With multiple form-factors including mobile, countertop, and kiosk options, MMS Dyna Devices easily adapt to diverse operational settings, accommodate to limited spaces, and deliver while flexible mounting options.

About MagTek

Founded in 1972, MagTek is a leading manufacturer of electronic systems for the reliable issuance, reading, transmission, and security of cards, barcodes, checks, PINs, and identification documents. Leading with innovation and engineering excellence, MagTek is known for quality and dependability. Our hardware products include secure card reader/authenticators, Qwantum secure cards, token generators; EMV Contact Chip, EMV Contactless, barcode and NFC reading devices; encrypting check scanners, PIN pads, and credential personalization systems. These products all connect to Magensa, a MagTek owned gateway that offers businesses the ability to securely process transactions using authentication, encryption, tokenization, and non-static data. Our USA-based headquarters in Seal Beach, CA house our engineering, key injection, device management, production, sales, quality, and final assembly departments. Please visit www.magtek.com to learn more.