

MagTek and the Airline Industry take flight. Cross platform, secure and convenient payment security from the ground up.

Security and safety are priority one for the airline industry. And that applies to more than planes and passengers. Customer payment data needs to be kept safe and secure, too. With the number of touch points for payment opportunities growing in the airline channel, the reach of payment data security also needs to expand. From planning the trip to leaving baggage claim, flyers do not want to worry about their payment data. MagTek delivers solutions that protect customer payment data through the course of the entire trip.



### **Ticket counter**

An airline ticket counter can be a high traffic, high stress location. MagTek's reliable POS card readers and devices, and software services, can mitigate the traffic by providing an industry high first swipe read rate, moving lines faster and contributing to a positive customer experience. And with our readers utilizing the MagneSafe™ Security Architecture, with instant encryption and authentication, customers' payment data is protected the moment their card is swiped.



### **In-flight payments**

Flight attendants are trained to ensure a safe flying experience. They should not be expected to deal with multiple card swipes or a troublesome payment exchange. Using MagneSafe card readers and tablet surround solutions, they can count on durable hardware and simple card swipes that drive revenue and deliver efficient payment. Passengers can count on their sensitive payment data being secured and protected.



### **Self-service kiosks**

Self-service check-in is a growing convenience used by flyers, particularly those who know their way around an airport. Minimizing lines and time wasted is key to this service. MagTek insertion readers are ideally suited to support kiosk service. Whether the requirement is left or right read-heads; flat, raised or no bezel; indoor or outdoor environments, MagTek insertion readers can be customized to the kiosk needs while providing the utmost in payment data security.

### **Historical use**

Before cell phones were everywhere, back in 1985, the Airfone was created. It was a phone built into the back of airline passenger seats and was the latest in technology and communication. These phones enabled passengers to have air-to-ground communication. MagTek magstripe card readers were built into the Airfone to accept payments for use of these phones.



## Reservations call center

Reservations are the life-blood of the airlines. Without flyers, there is no revenue. And booking flights is the first, most important step in the overall flying experience. MagTek has several devices and card readers that are perfect in this scenario, DynaPAD being one of them. DynaPAD is a solid, plug-and-play device that is ergonomically designed for call centers and ensures the payment transaction for people booking flights is fast, simple and secure. DynaPAD gives call centers the flexibility to accept both swiped transactions and manually entered transactions where the sensitive card data is always encrypted using 3DES/DUKPT.

## Summary

Safety and security – qualities demanded by both the airlines and their passengers. And protecting passenger payment data is a priority. A data breach not only adversely affects individual customers, it can cause massive financial and brand identity damages to the airline. As airlines identify new revenue opportunities, they need to ensure customer payment data is secured throughout their experience. MagTek payment solutions provide that security.

## About MagneSafe

MagTek secure card reader authenticators (SCRAs) use MagneSafe Security Architecture (MSA), a digital identification and authentication architecture that safeguards consumers and their personal data. Designed to exceed PCI regulations, MSA leverages strong encryption, secure tokenization, counterfeit detection, tamper recognition, data relevance and integrity, and dynamic digital transaction signatures, which together validate and protect the entire transaction and each of its components. MSA's multi-layer security provides unmatched protection and flexibility for safer online transactions.



## Instant card issuance

Instant issuance of loyalty cards or frequent flyer cards can eliminate the need for card and PIN mailers and the fraud losses that can occur. Customer's are more loyal to instantly issued cards and the cards earn top-of-wallet placement. Instant issuance aligns with your customers' busy lifestyles and increases the security of card issuance since you can verify the applicant in person. After they are verified you hand the card directly to them, and not worry about lost or intercepted mail.

## Find out how you can get started

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