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**MagTek Launches its Newest Card Reader for Both
Magnetic Stripe and Contact EMV Cards**

Built on the MagneSafe Security Architecture, the eDynamo is a small-footprint payment device for mobile and countertop point-of-sale

Seal Beach, CA, January 18, 2016 – [MagTek, Inc.](#), the world's leading supplier of secure payment technology, today announces the launch of the eDynamo, MagTek's newest EMV L1/L2 certified, secure card reader authenticator for magnetic stripe and contact EMV payment cards.

The eDynamo is designed for the merchant needing a hand held, rugged payment device that can also be deployed in a countertop-mounted docking station for more traditional use cases. As a USB or wireless device, the eDynamo provides a flexible card accepting solution across many popular operating systems and computing platforms. This provides the merchant with the ease and flexibility to deploy PC or tablet-based point-of-sale solutions without sacrificing security or a rugged design.

The eDynamo is built on the MagneSafe™ Security Architecture (MSA) featuring immediate encryption of sensitive card data using open-standards encryption with DUKPT key management which auto generates single use encryption keys per transaction. Additionally, eDynamo features MagnePrint® technology which has been proven to identify counterfeit cards in real-time and further mitigating risk of payment fraud.

The eDynamo can be used with a variety of computing platforms including iOS, Android, and Windows®-based computers. Connectivity options include USB, and Bluetooth 4.0 (Bluetooth Low Energy or BLE). MagTek has developed a wide variety of programming tools and software developer kits to streamline integration efforts.

"The EMV liability shift that occurred in October of 2015 creates an on-going demand for improved payment security across merchants of all sizes", says John Arato, MagTek's Vice President and General Manager for Retail Solutions. "The eDynamo is a powerful solution for enhancing payment security whether the customer presents a traditional magnetic stripe card or an EMV-ready chip card. Because of its design, merchants can use it almost anywhere and protecting sensitive payment information is immediate."



The eDynamo is an ideal device to help merchants achieve PCI and EMV compliance, enable speedier check-outs with line busting during peak hours, perform mobile or more traditional countertop payments for an affordable price.

For more information on eDynamo and MagTek's family of secure payment devices and terminals, please visit us at booth 2871 at the 2016 NRF Annual Convention & EXPO in New York, New York, January 17-19.

About MagTek

Founded in 1972, MagTek is a leading manufacturer of electronic systems for the reliable issuance, reading, transmission and security of cards, checks, PINs and identification documents. Leading with innovation and engineering excellence, MagTek is known for quality and dependability. Its products include secure card reader/authenticators, encrypting check scanners, PIN pads and distributed credential personalization systems. These products are used worldwide by financial institutions, retailers, and processors to provide secure and efficient payment and identification transactions.

Today, MagTek continues to innovate. Its MagneSafe™ hardware architecture leverages strong encryption, secure tokenization, dynamic card authentication, and device/host validation enabling users to assess the trustworthiness of credentials and terminals used for online identification, payment processing, and high-value electronic transactions.

MagTek is headquartered in Seal Beach, CA. For more information, please visit www.magtek.com.

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