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**PYE Introduces Curved-screen Crème kiosk that offers straight-forward
solution for enhancing profitability
With Integrated MagTek Secure, Multi-Function, Payment Device**

Birmingham, Alabama, July 22, 2022 – MagTek, a leading world supplier of secure payment technology, and Pye, a leader in self-service solutions, have collaborated to introduce one of Pye’s first curved-screen kiosks that the company expects will drive revenue-generation for operators and transactional efficiency for consumers.

Crème stands 64.9inches tall, only 18inches wide by 18inches depth (sleek designed) featuring a 23.6-inch high-definition curve touchscreen display and represents another versatile piece of Pye’s suite of kiosks.

“Our latest kiosk is the result of considerable research to meet the ever-evolving and ever-changing demands of businesses and consumers,” said Jegil Dugger, Pye founder and CEO. “More than ever, companies need enhanced tools to alleviate the immense pressure they’re under to bolster their bottom lines. This unit will play a pivotal role in helping achieve that goal.

“The curved design is intentional. We want to make it hard for someone to walk by without interacting.”

Crème’s introduction to the self-service market comes as myriad industries continue to grapple with unprecedented challenges.

First came – and continues to be – a historic labor shortage, which the U.S. Chamber of Commerce last year declared an “emergency.” Historic supply chain issues followed. Now, businesses are fighting a historic spike in inflation.

The trio of uncontrollable operational hurdles has ballooned the cost of goods sold – the lifeblood of many services companies’ ability to function – as operators seek to strategically counteract increases in general expenses. That has left businesses looking for innovative ways to decrease costs they can control.

Technology presents opportunity

The curved backlit face of the Crème kiosk gives the display a unique glow that also provides for improved user visual quality and an easy-to-use interface. Available in an array of bright colors, the unit can seamlessly blend with a business' brand and motif.

Crème is intended for indoor use, and its vertical, sleek design make it ideal for most spaces. The technology, which only accepts digital payments, enables users to perform necessary functions at their convenience and at their pace. Its capabilities position businesses to reduce customer wait times, boost efficiencies, and reduce lost revenue.

The unit keeps businesses connected with their customers in a variety of environments.

- Quick service and fast-food restaurants
- Convenience stores
- Take-out ordering
- Retail establishments
- Museums
- Entertainment venues
- Government centers
- Concessions
- Ticketing

Curved screens are relatively new technology that continue to gain in popularity. Much of the draw centers around its wrap-around design creating an immersive experience that aims everything on the screen at the viewer.

Curved screens project images in three dimensions – length, height, and width – compared to two dimensions on a standard flat monitor. The stylish displays also are noted for having less distortion than their traditional counterparts, making them visually more comfortable by allowing one's eyes to take in everything on the screen at once with little to no strain. A curved screen keeps the focal distance more uniform, meaning a viewer's eyes do less work with fewer refocuses.

Crème displays and exteriors enable operators to use the software and hardware real estate for branding and to promote specials or new products to help drive additional sales and even promote other businesses – for a fee.

Operators can capitalize on cross-selling and upselling. The large displays give them options to expand or shore up coverage across their footprints with top-of-mind content designed to entice more sales. The units also are customizable solutions that serve a brand's unique needs and challenges.

Customers can access Crème kiosks positioned in foyers or stationed strategically around waiting areas to conduct transactions and pay electronically without any sort of physical or close contact.

In the face of a historic labor shortage, kiosks increasingly are being brought onboard. The shallow labor pool has left business owners and managers little choice but to devise new strategies to close the labor gap. They aren't using kiosks to replace workers. In a lot of cases, these are their workers.

With technology continuing to expand the capabilities and tasks users can perform on their own, there is not as much need for workers standing around the machines to provide guidance. Managers can reposition staff during busy hours to focus on other tasks instead of those that could easily be done through a machine.

Besides that, kiosks can stand in as stable members of the staff that come at a fixed cost – a cost companies largely paid for upfront. There are no training expenses, and businesses don't have to ensure they have breaks.

The integrated, easy-to-use payment technology, DynaFlex Pro Kiosk, built by MagTek, enables faster and more secure transactions. Customers can pay through a variety of methods on one device, enhancing the overall customer experience. Whether customers want to pay using EMV Contactless, NFC mobile wallets and wearables, EMV Contact Chip, or magnetic stripe cards, DynaFlex Pro Kiosk delivers ergonomic-friendly performance. Built on the MagneSafe[®] Security Architecture foundation, dynamic encryption, authentication, and tokenization increase the security of each transaction.

The technology has become a primary transactional platform in several industries. Kiosks will play an increasingly pivotal role in how organizations function for the foreseeable future – and likely longer – through innovative solutions that provide safety and security, reduce staff interaction, and make it all happen fast and easy. Looking toward the future, the top of Crème's displays already is equipped with dual cameras that eventually – allow operators to use the facial recognition to facilitate quick ordering and make recommendations to users based on expressions.

Pye ordering solutions help operators enhance the customer experience, reduce operating costs, and increase profitability. The Crème self-service kiosk is the latest difference-maker.

“Businesses, particularly those built on service, want immediate solutions, but also long-term, permanent solutions to futureproof their operations against adversity,” Dugger said. “The kiosk industry has long billed this technology as a viable tool for most any business. In bringing Crème to the marketplace, Pye offers effective solutions that are meeting emerging needs and helping shape the industry going forward.”

To learn more about MagTek and DynaFlex Pro Kiosk, please visit www.magtek.com or stop by our booth #139 at RSPA's RetailNow event, July 24 -26, at Gaylord Palms Resort & Convention Center, Orlando, FL or our table at UE55 MWAA, July 27 – 28, at the Marriott Magnificent Mile, Downtown Chicago, IL. For more information about PyePOS, please visit www.mypyepos.com. The new kiosks come with a lifetime warranty, further adding to the attractiveness of an investment.

About MagTek

Celebrating 50 years! 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. Its products include secure card reader/authenticators, Quantum secure cards, token generators, EMV contact, contactless, barcode and NFC reading devices, encrypting check scanners, PIN pads and distributed credential personalization systems for secure magstripe and EMV enabled cards. These products are used worldwide by financial institutions, retailers, payment processors, and ISVs to provide secure and efficient data privacy, as well as payment and identification transactions.

Today, MagTek continues to innovate. Its MagneSafe[®] Security 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.

About PYE

Here at PYE, we have learned that most restaurant owners share a common goal. They want to make food that tastes amazing and looks good too.

We have also come to find that many restaurants share common struggles like employee turnover, customer service time, food waste, increasing wages, and providing an effortless experience for every customer.

We created PYE for every restaurant owner, designing our company with these common goals and struggles in mind. We alleviate the struggles, creating an effortless customer experience exactly how a restaurant owner would want it done. We keep style at the forefront when designing our food tech. Our self-service solutions are efficient, and we take pride in the technology looking beautiful enough to showcase a restaurant's good-looking food.

We have put together a team with more than 100 years of combined experience in the tech and food industry. We have restaurant owners, software engineers, computer nerds, and creative jocks all working together to make amazing products.

Check out our website to see how our self-service solutions can improve your restaurant in style.

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