



MagTek Press Release FOR IMMEDIATE RELEASE

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MagTek and TRAY form Technology Partnership to Improve In-Venue Customer Experiences and Staff Efficiency

Enterprise-level technologies streamline terminal, mobile and kiosk payments to help hospitality businesses grow revenue and customer satisfaction

Seal Beach, CA, August 7 2017 – MagTek, Inc., the world’s leading supplier of secure payment technology, today announces a technology partnership with TRAY, leading in enterprise point of sale systems and mobile order and payment processing made for restaurants and retailers. TRAY has selected the Magensa Payment Protection Gateway (MPPG), MagTek’s wholly owned subsidiary web service provider, to securely parse, pack and send client data for processing.

TRAY offers scalable and flexible point of sale solutions that connect mobile ordering and payments, pay-at-the-table tablets, and unattended self-service terminals with real-time order feedback. TRAY is an enterprise, cloud-based system that eliminates redundant data by customers or staff, and can systematically notify devices on the network of any updates in real-time and deliver special offers directly to customer tables. TRAY’s technology helps hospitality venues grow customer spend, enhance overall customer satisfaction, increase staff efficiency, and generate higher revenues.

“We are excited to work with MagTek because its technology is known in the industry for its reliability,” said Peter Kellis, Founder and CEO of TRAY. “Our goal is to bring people a faster and easier way to order and pay, with sleek design and easy to use interfaces for customers and staff alike. Being able to integrate the eDynamo right into our terminals allows for a streamlined point of payment interface.”

MagTek delivers secure card readers that have the highest first swipe read rate and come backed by MagTek’s over 40 years of experience in the industry. MagTek simplifies integration for independent software vendors and value added resellers with easy to access SDKs and APIs, creating a faster path to certification.

MPPG uses Magensa’s Transaction Data Protection and Security services which includes encryption services. Although these services are optional with MagTek hardware, they provide a faster development path, make certification easier, and often reduce overall cost.



“Since Magensa offers a ‘per device’ instead of ‘per transaction’ fee structure, it reduces the overall cost for our gateway service,” continued Peter Kellis. “Being able to have Magensa handle the encryption also reduces our development time and overhead significantly.”

“TRAY presented a great opportunity for MagTek to bring our hardware and services to the solution category that is booming in the industry,” said John Arato, MagTek’s General Manager and Vice President of Retail Solutions. “MagTek engineered products like the eDynamo exactly for pay-at-the-table, and pay-on the-go solutions. It is great to see our products in the environment where we envisioned them.”

For more information about MagTek visit us at the RetailNow Show, booth #230, August 7-9th, at the Paris Hotel in Las Vegas, NV or online at www.magtek.com. For more information about Tray visit online at www.usetray.com and read their testimonials and case studies.

About MagTek

Since 1972, MagTek has been a leading manufacturer of electronic devices and systems for the reliable issuance, reading, transmission and security of cards, checks, PINs and other identification documents. Leading with innovation and engineering excellence, MagTek is known for quality and dependability. Its products include secure card readers, check scanners, PIN pads and distributed credential issuing systems. These products are used worldwide by financial institutions, retailers, hotels, law enforcement agencies and other organizations to provide secure and efficient electronic payment and identification transactions.

Today, MagTek continues to innovate with the development of a new generation of security centric products secured by MagneSafe™. By leveraging strong encryption, secure tokenization, real time authentication and dynamic payment card data, MagneSafe products enable users to assess and validate the trustworthiness of credentials used for online identification, payment processing, and other high-value electronic transactions.

MagTek is based in Seal Beach, California and has sales offices throughout the United States, Europe, and Asia, with independent distributors in over 40 countries. For more information, please visit www.magtek.com.

About TRAY

TRAY® (useTRAY.com) is a complete Point of Sale system for the Enterprise that specializes in self-service checkout. We’re changing the way people order and pay in hospitality venues such as entertainment centers, hotels, restaurants, and more.

The number of companies seeking to introduce self-service into their operations is skyrocketing as businesses look for ways to improve the customer experience and reduce operating costs. We are the only Enterprise-class system that offers a turnkey solution and we’re going after a trillion-dollar market.

Unlike other POS companies, we have a singular focus on self-service, using a modern, cloud-based backend combined with inexpensive Android terminals. Thanks to our scalable, PCI



Level-1 compliant architecture, our solution is flexible, scalable, secure, and low-cost, and we have already won engagements with major global brands, including hotel groups and entertainment chains.

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