

From: Richard O'Reilly [mailto:rich@magtekeurope.com]
Sent: 28 March 2007 16:38
To: Jeffrey Prince
Subject: EZSmart Clean Card
Importance: High

Dear Jeffrey,

I am sorry it has taken a while to pull this together, but time is precious what with all the shows and sales activity that we have at this time.

I am writing to outline the successful testing and deployment of the EZSmart product from KIC.

Magtek is the worlds largest and oldest card and cheque reader manufacturer, and as such provides many of the worlds financial transaction terminal/kiosk manufacturers with the Magtek card reading technology.

For a number of years Magtek Europe has been supplying a number of versions of our hybrid card readers which support both contact chip and magnetic card reading.

Our customers and the end users, have found that the contact chip technology is particularly susceptible to failure in the field by contamination from foreign bodies or liquids.

With the deployment of Chip and Pin terminals throughout the UK and also increasingly in other EMEA regions, the problem has been growing to unacceptable levels.

This has prompted Magtek Europe in conjunction with the terminal manufacturers to find a resolution to this problem.

After testing of a number of forms of card reader cleaning materials Magtek Europe found that the most effective cleaning product in the market is the EZSmart Clean Card from KIC.

This card provides a easy to use solution for the retailers, who are able to implement a preventative maintenance cleaning regime.

The EZSmart provides a deeper clean than other clean cards/products tested.

It is ideally suited for Hybrid, Motorised, Dip Insert, and Swipe Readers.

The EZSmart has been found to reduce call-out/swap-outs in the field by up to 80% by some retailers in a particularly hostile environment.

Others have seen a marked improvement in terminal field performance.

Magtek Europe's sister company, Cardpos Europe, (www.cardposeurope.com) provides the EZSmart product to many system integrators, field maintenance companies, consumables suppliers and in turn, to many retailers for use with many manufacturers Chip & Pin terminals.

This includes, Verifone, (including Trintech & Dione) Hypercom, Ingenico and Thyron.

A number of these manufacturers have tested the EZSmart in their own right, and recommend to their users to deploy the EZSmart product as a means of preventative maintenance, or for field call out cleaning of the card readers.

Many retailers have conducted field trials prior to full deployment.

It has been our experience that once a field trial takes place, the decision is simple as to whether to deploy the EZSmart product.

We would be happy to privately provide a number of retailer reference names, but we do not have official sanction from all of the retailers to do so.

I trust this is useful to you.

Best Regards,
Rich

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----- Original Message -----

From: Jeffrey Prince

To: 'Richard O'Reilly'

Sent: Monday, March 26, 2007 9:49 AM

Hi Richard – Your earlier email has been fwd to Glen in the States.

Richard could you please put together the wording we spoke about earlier for the SmartCard cleaning card? I need this urgently now as I will be over to meet with NCR next week.

Are you in the office today?

Jeffrey

Jeffrey Prince
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