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**MAGTEK'S QWICKPAY, A SECURE "CARD PRESENT" POS SYSTEM FOR END-TO-END TRANSACTION SECURITY, NOW SUPPORTS APPLE'S IOS4 AND THE IPHONE 4**

*QwickPAY Protects Cardholder Sensitive Data;  
Lets Merchants Process Payments Using Smartphones*

Seal Beach, CA (June 15, 2010) – [MagTek, Inc.](#), a global leader in retail payment security, today announced QwickPAY – a service using the [Magensa.net](#) payment protection gateway – is available as a free download at [the App Store](#).

QwickPAY allows merchants to securely accept credit, debit, and gift payment cards – anywhere, anytime – on a PC, Mac, or devices like the iPad, iPhone 3GS, iPhone 3G, iPod touch and now the iPhone 4. The download, combined with the iDynamo card reader, allows users to transform their iPhone or iPod touch into a highly secure POS payment terminal.

MagTek's [iDynamo](#) secure card reader authenticator encrypts and protects cardholder data at the earliest point of entry – when the card is swiped. The iPhone then establishes a secure link to QwickPAY's payment protection gateway, where the card's authenticity can be verified and the transaction details forwarded to a PCI certified payment processor for authorization. No other technology delivers affordability and convenience with a more comprehensive approach to security than the iDynamo, secured by MagneSafe.

The Magensa.net Payment Protection Gateway is PCI compliant, and its redundant security facilities are routinely audited by industry-accredited professionals. The QwickPAY service provides immediate and full protection of customer account information.

MagTek leads with *security from the inside*, which is why its full suite of [MagneSafe](#) security features is incorporated into QwickPAY. Merchants can be assured that all sensitive cardholder data is protected from the moment the card is swiped and never "in-the-clear". QwickPAY is further secured by MagneSafe's ability to generate dynamic payment card data – a necessary and achievable [goal in fighting fraud](#), using existing magnetic stripe cards. This dynamic data offers a robust solution for immediate tokenization of the card data while further allowing the card to be authenticated in real-time to ensure it is not a fraudulent or skimmed card.

“We are very excited about the new iPhone application for QwickPAY. This is one more way MagTek is offering merchants of any size access to convenient and safe payment processing,” said Mimi Hart, MagTek’s president and CEO. “As the card payment industry works to balance convenience with security, our focus is to protect the consumer, and with that, everyone wins except for the criminals.”

### **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](http://www.magtek.com).

### **Legal Reference**

“Made for iPod”, “Made for iPhone” and “Made for iPad” mean that an electronic accessory has been designed to connect specifically to iPod, iPhone or iPad respectively, and has been certified by the developer to meet Apple performance standards. Apple is not responsible for the operation of this device or its compliance with safety and regulatory standards.

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