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 reader authenticators, small document scanners, PIN pads and card personalization and issuance 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 Protection Services secured by the MagneSafe™ Security Architecture. By leveraging strong encryption, secure tokenization, real-time authentication and dynamic transaction 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.

MAGTEK®
SECURITY FROM THE INSIDE

MAGTEK®
SECURITY FROM THE INSIDE

Secure Card Reader Authenticators

MAGNE**SAFE**

The Evolution of Card Reading Technology:

The MagneSafe™ Security Architecture has evolved exponentially from its inception in 2006 when it delivered the industry's first secure card reader authenticators (SCRAs) for secure electronic transactions.

MagneSafe is a digital identification and authentication architecture that safeguards consumers and their personal data. Designed to exceed PCI regulations, MagneSafe leverages strong encryption, secure tokenization, counterfeit detection, tamper recognition, data relevance and integrity, and dynamic digital transaction signatures, which together validate and protect the entire transaction and each of its components.

A key feature of MagneSafe is MagnePrint® card authentication, a patented, proven technology which reliably identifies counterfeit credit cards, debit cards, gift cards, ATM cards and ID cards at the point of swipe, before fraud occurs. MagneSafe's multi-layer security provides unmatched protection and flexibility for safer online transactions.

Why is cardholder data in need of so much protection?
The industry is spending small fortunes on PCI compliance and while many advocate that compliance measurement is but a snapshot in time and genuine security should be the goal, few have done a root cause analysis of the problem and laid out options that would truly secure cardholders and their personal data.

Understanding Criminal Motivation
The first question is, "What makes cardholders' data attractive?" Unfortunately, criminals have given us the answer: It is plentiful, static, easy to acquire and very useful to commit fraud. The second question is, "How can we make it unattractive?" The answer is we must make it harder to acquire the data and make it more difficult to use.

To date, PCI mandates have only focused on the first half of the solution – making data acquisition more difficult. To restore confidence and convenience to the payment system, we must make stolen data very difficult to use.

What is a SCRA? The Evolution
The following terms describe the evolution of card reading technology and how innovations have led to stronger security designed to stop data breaches and the trafficking of stolen cardholder data.

MSR - Magnetic Stripe Reader
- Reads ISO/AAMVA encoded data and transmits clear text cardholder data.

SCR - Secure Card Reader
- Reads ISO/AAMVA encoded data, encrypts the data and transmits clear text cardholder data.

SCRA - Secure Card Reader Authenticator
- Reads ISO/AAMVA encoded surface layer data, reads the magnetic particulate layer below, encrypts the data within the tamper resistant authentication sensor and transmits the encrypted cardholder data along with the stripe's dynamic digital identifiers (DI) for card and cardholder data authentication during the transaction authorization process ONLY MagneSafe secured devices fit this description.

Memory SCRA.

Long Life Battery.

Easy to Use.

![MAGTEK® Flash device]

![MAGTEK® SECURITY FROM THE INSIDE]

Flash

Secure transactions, anywhere, anytime. The Flash secure card reader authenticator (SCRA) offers faster mobile transactions. The Flash leverages the card swipe to securely capture and encrypt card data in advance at the point of service (pizza delivery, home cosmetic sales, etc.) and make that data available for secure, routine card processing.

Benefits

The Flash offers enhanced MagneSafe™ security features. The card data is not only captured in a single swipe, but is also encrypted at the moment of swipe. This enables dozens of transactions to be stored with a single reader. The encrypted information is later transferred to a PC, where an application can retrieve the transactions to reconcile orders, verify amounts, and process transactions. With security features that exceed current PCI DSS requirements for card data protection and transaction security, the Flash offers the convenience demanded by today's on-the-go users.

Features

- Handheld and wireless
- Stores dozens of transactions
- Protects card data per PCI DSS requirements
- MagnePrint® card authentication
- MagneSafe technology
- Device/host authentication
- Unique, non-changeable device serial number
- Triple DES encryption
- DUKPT key management
- Tokenization
- Masked data
- Reads up to 3 tracks
- Bidirectional read
- Reads ANSI/ISO/AAMVA cards plus custom formats
- USB HID no third party device driver is required
- Rechargeable battery with 5-year life; standard USB cables to recharge; hundreds of swipes per battery charge
- Multicolor LED to indicate reader status

When it comes to card reading security and reliability...

Merchants, retailers and financial institutions rely on MagTek. Secure card reader authenticators (SCRAs) capture data with a single swipe and they offer the flexible options needed for PCI DSS compliance and ease-of-use. MagneSafe™ SCRAs deliver data encryption, card authentication, and device/host authentication to protect cardholders from identity theft and card fraud. They proactively identify counterfeit cards and for the ultimate in application flexibility and interface options, MagTek SCRAs deliver the configuration choice you need with the reliability you know you can trust.

Secure Card Reader Authenticators (SCRAs)

Dynamag
Ergonomically designed, compact and is able to mount conveniently to most flat surfaces where space is a premium.

iDynamo
Mobile merchants can now leverage the power of their Apple iOS products without the worries of handling or storing sensitive card data at any time.

Javelin
Traditionally sized with a generous swipe path and is able to mount conveniently to most flat surfaces like keyboards and PC monitors.

BulleT
Bluetooth interface and sleek ergonomic design, enables secure wireless communications with a PC or mobile phone.

MagneSafe Mini
Compact, rugged and is able to mount conveniently to most flat surfaces where space is a premium.

Flash
Offer secure storage for fast, mobile transactions where cables or wireless connections are not accessible all in a handy ergonomic design.

Dynamo
Compact, ergonomic and portable, ideal for consumer use for enhanced Internet security and secure card present transactions.

...MagTek means quality.

Dynamag

For retailers and financial institutions that want security, ergonomic design and ease-of-use, the Dynamag secure card reader authenticator (SCRA) is MagneSafe™ secured and offers a reliable and convenient swipe path with complete security features for the peace of mind you can trust. Specifically designed to meet PCI DSS requirements to secure card data, the Dynamag employs the industry standard, Triple DES encryption and is USB powered. This bidirectional SCRA conveniently makes any existing electronic transaction more secure.

Benefits

The Dynamag enables retailers and financial institutions to "future proof" their POS and PC-based electronic transactions that support today's traditional applications and tomorrow's advanced security requirements. The Dynamag is 100% interface compatible with all traditional MagTek readers. It gives you the flexibility to activate advanced security features including card authentication, data encryption, and device/host authentication remotely when higher security is necessary.

Features

- Ergonomic design
- Industry standard footprint
- Protects card data per PCI DSS requirements
- MagnePrint® card authentication
- MagneSafe technology
- Device/host authentication
- Unique, non-changeable device serial number
- Triple DES encryption
- DUKPT key management
- Tokenization
- Masked data
- Reads up to 3 tracks
- Bidirectional read
- Reads ANSI/ISO/AAMVA cards plus custom formats
- USB HID or USB keyboard emulation; no third party device driver is required
- USB powered
- Multicolor LED to indicate reader status

Mobile.

Rugged.

Secure.

iDynamo
Adapter kit available for iPhone 4,
iPhone 3GS, iPhone 3G, iPad 2, iPad and iPod touch

iDynamo

From the company that leads with "Security from the Inside" MagTek has done it again with the iDynamo, a secure card reader authenticator (SCRA) designed to work with Apple iOS products. The iDynamo offers MagneSafe™ security and delivers open standards encryption with simple, yet proven DUKPT key management, immediate tokenization of card data and MagnePrint® card authentication to maximize data protection and prevent the use of counterfeit cards. Mobile merchants can now leverage the power of their the iPhone 4, iPhone 3GS, iPhone 3G, iPad 2, iPad and iPod touch without the worries of handling or storing sensitive card data at any time.

Benefits

Ideal for merchants and mobile users, the iDynamo offers MagneSafe security features combined with the power of iPhone and iPod Touch products. This powerful combination assures convenience and cost savings while maximizing card data protection and transaction security from the moment the card is swiped all the way to authorization. No other card reader beats the protection offered by a MagneSafe product.

Other devices claim to encrypt data in the reader. The iDynamo encrypts the data inside the read head, closest to the magnetic stripe and offers additional security layers with immediate tokenization of card data and MagnePrint card authentication. This layered approach to security far exceeds the protection of encryption by itself, decreases the scope of PCI compliance, and reduces fraud.

The iDynamo is rugged and affordable, so it not only withstands real world use, it performs to the high standards set by MagTek as the leader in magnetic card reading products for nearly 40 years.

Features

- Ergonomic and rugged design
- Protects card data per PCI DSS requirements
- MagnePrint card authentication
- MagneSafe technology
- Generates dynamic payment card data with each swipe
- Device/host authentication
- Unique, non-changeable serial number
- Time bound session IDs
- Triple DES encryption
- DUKPT key management
- Tokenization
- Masked data
- Reads up to 3 tracks
- Bi-directional read
- Reads ANSI/ISO/AAMVA cards plus custom formats
- Works with iPhone 4, iPhone 3GS, iPhone 3G, iPad 2, iPad and iPod touch

Made for
iPod iPhone iPad

"Made for iPod" and "Made for iPhone" and "Made for iPad" mean that an electronic accessory has been designed to connect specifically to iPod or 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.

iPhone, iPod touch and iPad are trademarks of Apple Inc., registered in the U.S. and other countries.

Small-footprint.

USB Powered.

Bi-directional.

Javelin
full-sized footprint

MagneSafe™ Mini
standard footprint

Javelin & MagneSafe Mini

For customers that want both security and ease-of-use, the Javelin and MagneSafe Mini secure card reader authenticators (SCRAs) are MagneSafe enabled and offer a reliable and convenient swipe path with complete security features for the peace of mind you can trust. Specifically designed to secure card data per PCI DSS requirements, the Javelin and MagneSafe Mini employ industry standard, Triple DES encryption and are USB powered. These bidirectional SCRAs conveniently make any existing electronic transaction more secure.

Benefits

The Javelin and MagneSafe Mini enable retailers and financial institutions to "future proof" their POS and PC-based electronic transactions that support both today's traditional applications and tomorrow's advanced security requirements. The Javelin and MagneSafe Mini are 100% interface compatible with all traditional MagTek readers. They give you the flexibility to activate advanced security features including card authentication, data encryption, and device/host authentication remotely when higher security is necessary.

Features

• Protects card data per PCI DSS requirements
• MagnePrint® card authentication
• MagneSafe technology
• Device/host authentication
• Unique, non-changeable device serial number
• Triple DES encryption
• DUKPT key management
• Tokenization
• Masked data
• Reads up to 3 tracks
• Bidirectional read
• Reads ANSI/ISO/AAMVA cards plus custom formats
• USB HID or USB keyboard emulation; no third party device driver is required
• USB powered
• Multicolor LED to indicate reader status

Compact.

Portable.

Bi-directional.

Encrypted.

USB Powered.

Future-Proof.

Dynamo

Enhance the security of your cardholder's online banking and e-commerce transactions with the Dynamo Secure Card Reader Authenticator (SCRA). This compact and portable device has been designed specifically to protect users from the threats of Internet phishing, spyware and identity theft with an easy to use device that is USB powered. With the Dynamo, your cardholders can gain secure access to their online accounts with the simplicity of a swipe.

Benefits

The Dynamo was designed to enable consumers to quickly, conveniently and securely log-in to their online bank accounts or make secure card payments for e-commerce transactions. This SCRA features a security architecture that offers a combination of MagnePrint Card Authentication, mutual authentication of the reader and website, and strong encryption of cardholder data. This architecture also meets FFIEC recommendations for strong multi-factor authentication while protecting cardholder data per PCI DSS requirements. With a blink of its LED, the Dynamo will inform the cardholder when they are connected to a trusted Internet website. And with a swipe of an authentic magstripe card, consumers can simultaneously gain secure access to their online accounts.

Features

- Ergonomic, portable and rugged design
- Protects card data per PCI DSS requirements
- MagnePrint® card authentication
- MagneSafe technology
- Generates dynamic payment card data with each swipe
- Device/host authentication
- Unique, non-changeable serial number
- Time bound session IDs
- Triple DES encryption
- DUKPT key management
- Tokenization
- Masked data
- Reads up to 3 tracks
- Bidirectional read
- Reads ANSI/ISO/AAMVA cards plus custom formats
- USB HID or USB keyboard emulation; no third party device driver is required
- Convenient attachment for a lanyard
- USB powered
- Multicolor LED to indicate reader status

BulleT

Security anywhere. With the BulleT secure card reader authenticator (SCRA) security comes with the flexibility and portability of a Bluetooth wireless interface. Small enough to fit into the palm of your hand, the BulleT enables secure wireless communications with a PC or mobile phone using the popular Bluetooth interface. Not only does the BulleT encrypt card data from the moment the card is swiped, but it also enables card authentication to immediately detect counterfeit or altered cards.

Benefits

Ideal for merchants and financial institutions' mobile users, the BulleT offers MagneSafe™ security features with the convenience of a Bluetooth interface. This powerful combination assures card data protection, transaction security and convenience needed to secure mobile applications with strong encryption and the capability to implement two-factor authentication. The BulleT is specifically designed to leverage the existing magnetic stripe card as a secure token empowering cardholders with the freedom and confidence of knowing that their transactions are secure and protected anytime, anywhere.

Features

• Bluetooth interface
• Handheld and wireless
• Protects card data per PCI DSS requirements
• MagnePrint® card authentication
• MagneSafe technology
• Device/host authentication
• Unique, non-changeable device serial number
• Triple DES encryption
• DUKPT key management
• Tokenization
• Masked data
• Reads up to 3 tracks
• Bidirectional read
• Reads ANSI/ISO/AAMVA cards plus custom formats
• Rechargeable battery with 5-year life; standard USB cables to recharge; hundreds of card swipes between charges
• Range of up to 30 feet (10 meters)
• Multicolor LED to indicate reader status

Bluetooth.

Portable.

Secure.