



## Mobile SCRAs for Retail

### Mobile Secure Card Reader Authenticators

Merchants around the globe rely on MagTek's mobile Secure Card Reader Authenticators (SCRAs). MagTek's SCRAs capture data with a single swipe and offer the reliability and flexibility retailers need for ease-of-use. SCRAs are powered by the MagneSafe™ Security Architecture (MSA) which delivers dynamic card authentication, data encryption, tokenization, and device/host authentication to protect customers from identity theft and card fraud. MagneSafe SCRAs pro-actively identify counterfeit cards to reduce chargebacks to merchants.



### uDynamo

SCRA connected to iPad Mini  
made for Android and iOS audio  
jack connection

### SECURE MOBILE TRANSACTIONS

The MSA has evolved exponentially from its inception in 2006 when it delivered the industry's first SCRAs for secure electronic transactions. The MSA is a digital identification and authentication architecture that safeguards consumers and their personal data. Designed to exceed PCI regulations, MSA 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 the MSA 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. MSA's multi-layer security provides unmatched protection and flexibility for safer online transactions.

### BETTER STABILITY - FASTER, EASIER TRANSACTIONS

MagTek's mobile SCRA devices are rugged and the ergonomic design provides a smooth, stable swipe path for reliable card reading, yielding the highest read reliability on first pass.

Call a representative to learn more  
562-546-6400

## MOBILE MERCHANTS

Bring mobile payments to a new level, with pop-up stores, tent sales, high end /high dollar on-floor retail, and drive-thru service. Multiple users, fleet sales management, private limo services, cab companies, car fleets, in flight payments, and tour guides can all use mobile POS. Mobile merchants can now leverage the power of their mobile products without the worries of handling or storing sensitive card data at any time. Merchants can bring multiple, low-cost, service terminals directly to their customers, increasing convenience and customer service. Customers' will be impressed by the use of technology used to simplify their purchase and the faster and improved service. Employees will enjoy the sturdy swipe path and intuitive, user-friendly devices.

## REDUCE SCOPE OF PCI - EXCEED COMPLIANCE MEASURES

MagTek mobile SCRAs deliver instant encryption so your customers' sensitive card details never enter your phone or tablet. The data is sent securely over SSL connections for decryption, authentication and processing. SCRAs are the ONLY readers that can perform real-time counterfeit card detection and encrypt the card data within the read head.

## DURABLE. RELIABLE. EASY INTEGRATION.

Simple device connection and a reliable swipe path, make training fast, which is really important in seasonal businesses or retailers with higher turnover rates. Designed for simplicity, mobile SCRAs allow retailers to focus on business with direct integration into existing POS terminals and existing merchant accounts. MagTek offers a comprehensive platform of drivers, APIs, and SDKs for fast development and easier integration.

## MOBILE POS - ACCEPT MORE SALES

Mobile SCRAs deliver a POS that fits in the palm of the hand, and allows merchants to setup shop almost anywhere, for in-person direct sales and payment. Whether you are an on-the-road sales force, or a company of one, MagTek mobile devices are priced to meet the scale of your business.

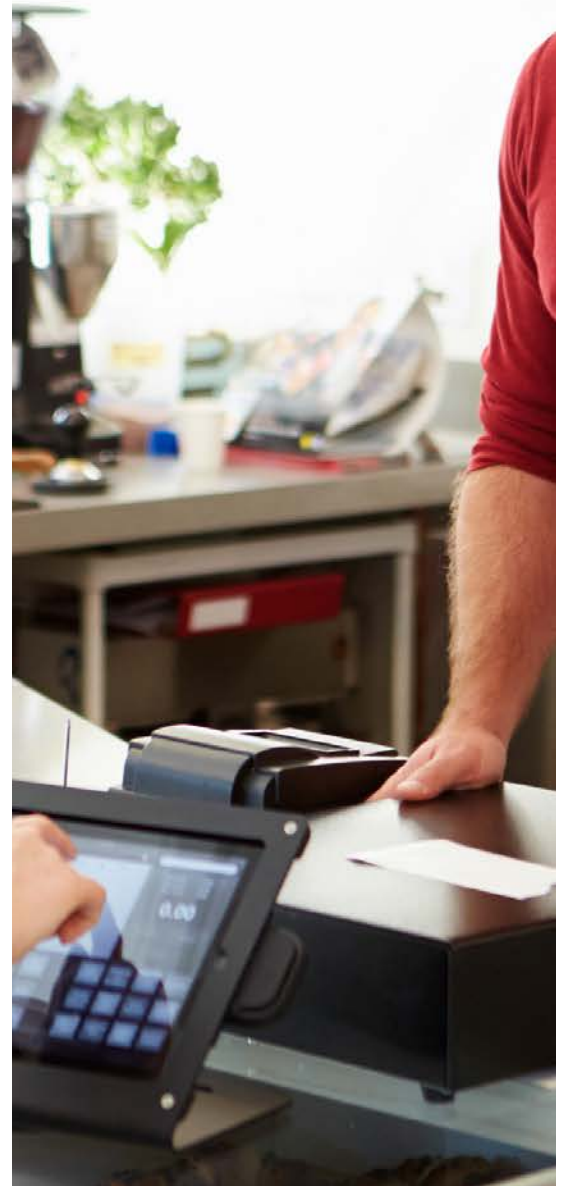
Bring the POS terminal to your customers to ease their mind and make the process faster and easier. Merchants can bring the products directly to their customers and let them pay the way they want to pay, easily and securely. Card payments for home delivery, catering, and service calls are made simple. This puts the convenience back into POS without sacrificing security. Mobile SCRA devices in-store create line-busting service for busy seasons and enhance the customer experience by making every guest feel like they are part of the family with greet and check in stations. Non-profits can improve fund-raising events and donations at the door.

## INCREASE SALES - MOVE BEYOND CASH

Easier and faster acceptance makes for increased sales and increased customer referrals. Cards never leave the customer's sight, which also reduces wait times. Retailers can move beyond the register and offer simpler personal shopper experiences, faster table turnover rates, faster checkout, and pay at the table offerings. Secure electronic payments can help merchants lower their cost of accepting cards by as much as 30%.

## ENTERPRISING SOLUTIONS

Remote device authentication and management makes for easier upgrades while allowing on location payment. Consolidate your vendor payment platforms for a more consistent and professional experience. One payment type at your venue for a polished feel. Run your entire business from one device, with consolidated reporting, custom receipts (Virtual Terminal), account management system, and payment processing platform. White label customization is available.





### **uDynamo (audio jack and USB connection)**

MagTek's uDynamo provides universal connection options for its users. The uDynamo secure card reader authenticator connects to a wide variety of devices through its retractable headphone jack. It also provides a USB interface for connection with various devices including Windows or Mac PCs, and is perfect for virtual terminals.

The uDynamo combines the latest technologies for reliable and secure mobile payments and identification. The uDynamo SCRA allows merchants to make secure transactions while on-the-go using mobile devices and connecting through their mobile headphone jack or USB connections. The secure card reader authenticator uses the MagneSafe™ Security Architecture to protect cardholder data through instant dynamic encryption, tokenization and authentication.

### **BulleT (Bluetooth and USB connection)**

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.

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 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.

### **iDynamo and iDynamo 5 (iOS 30-pin & Lightning)**

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 all supported iOS devices. 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 iPad, iPhone and iPod touch products without the worries of handling or storing sensitive card data at any time.

Ideal for merchants and mobile users, the iDynamo offers MagneSafe security features combined with the power of iPad, iPhone and iPod Touch products with either 30-PIN or Lightning interface options. 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 over 40 years.

Apple 30-pin and Lightning connection options



### **Flash (memory with USB)**

Secure transactions, anywhere, anytime. The Flash is a Secure Card Reader Authenticator (SCRA) that offers faster mobile transactions. It leverages the card swipe to capture data for maximum convenience and security. Ideal for payments where cabled or wireless connections are not accessible, the Flash makes secure card transactions available to any retail application, regardless of where it is conducted.

With the Flash, the card data is not only captured in a single swipe, but is also encrypted at the moment of swipe. This enables up to 71 transactions to be stored before downloading to a host. The encrypted information can later be transferred to a PC, where an application can retrieve the transactions to reconcile orders, verify cardholder data, and process transactions. With security features that exceed the current requirements for card data protection and transaction security, the Flash offers the convenience demanded by today's on-the-go users.



**uDynamo**

SCRA with audio jack connection for iOS and Android devices



**BulleT**

SCRA with Bluetooth and USB connection for a variety of devices



**iDynamo**

SCRA made for Apple devices with 30-pin connector



**iDynamo 5**

SCRA made for Apple devices with Lightning connector



**Flash**

SCRA for USB connection with memory



## Specifications

	uDynamo	BulleT	iDynamo	iDynamo 5	Flash
OPERATING SYSTEM	Windows plug & play	Windows plug & play	iOS	iOS	Windows plug & play
CONNECTION	retractable audio jack and USB micro B	USB micro B	iOS 30-pin	iOS Lightning connection	USB
INTERFACE	USB HID	Bluetooth, USB HID	iOS	iOS	USB
MAGSTRIPE, 3 TRACK, ANSI, ISO (7810, 7811 COMPLIANT CARDS), AMMVA, BIDIRECTIONAL	X	X	X	X	X
MESSAGE FORMAT	ASCII message format	ASCII message format	ASCII message format	ASCII message format	ASCII message format
CARD SPEED	4/6 to 60 ips	4/6 to 60 ips	4/6 to 60 ips	4/6 to 60 ips	4/6 to 60 ips
POWER/ VOLTAGE	USB charge, USB port or 5 VDC	USB charge, 100mA max	50mA max	50mA max	During charge: 100mA maximum Suspend mode: 500uA maximum
<b>SECURITY</b>					
MSA: TRIPLE DES ENCRYPTION, DUKPT, TOKENIZATION, AUTHENTICATION, DYNAMIC DATA	X	X	X	X	X
MAGNEPRINT	X	X	X	X	X
TAMPER RESISTANT/EVIDENT	X	X	X	X	X
REMOTE SERVICES REMOTE KEY LOADING	X	X	NA	NA	X
DEVICE MANAGEMENT: UNIQUE NON CHANGEABLE SN, DEVICE AUTHENTICATION, TIME BOUND SESSION IDS	X	X	X	X	X
<b>MECHANICAL</b>					
DEVICE STABILIZER	X	NA	X	X	NA
DIMENSIONS	L: 2.50"/63.5 mm W: 1.55"/39.4 mm H: 0.62"/15.7 mm	L: 3.49"/88.65 mm W: 0.90"/22.86 mm H: 1.17"/29.72 mm	L: 2.47"/62.7 mm W: 1.50"/38.1 mm H: 0.58"/14.7 mm	L: 2.47"/62.7 mm W: 1.50"/38.1 mm H: 0.58"/14.7 mm	L: 3.49"/88.65 mm W: 0.90"/22.86 mm H: 1.17"/29.72 mm
<b>ENVIRONMENTAL</b>					
TEMPERATURE	Operating: 0 °C to 45 °C (32 oF to 113 oF) Storage: -10 oC to 60 oC (14 oF to 140 oF)	Operating: 0 °C to 45 °C (32 oF to 113 oF) Storage: -10 oC to 60 oC (14 oF to 140 oF)	Operating: 0 °C to 35 °C (32 oF to 95 oF) Storage: -20 oC to 45 oC (-4 oF to 113 oF)	Operating: 0 °C to 35 °C (32 oF to 95 oF) Storage: -20 oC to 45 oC (-4 oF to 113 oF)	Operating: 0 - 45 °C (32 °F - 113 °F) Storage: -20 °C - 60 °C (-4 °F - 140 °F)
HUMIDITY	Operating: 10% to 90% noncondensing Storage: 10% to 90% noncondensing	Operating: 10% to 90% noncondensing Storage: 10% to 90% noncondensing	Operating: 5% to 90% noncondensing Storage: 5% to 90% noncondensing	Operating: 5% to 90% noncondensing Storage: 5% to 90% noncondensing	Operating: 10% to 90% noncondensing Storage: 10% to 90% noncondensing
ALTITUDE	10,000 ft	10,000 ft	10,000 ft	10,000 ft	10,000 ft



Founded in 1972, MagTek is a leading manufacturer of electronic systems for the reliable issuance, reading, transmission and security of cards, 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, encrypting check scanners, PIN pads and distributed credential personalization systems. These products are used worldwide by financial institutions, retailers, and processors to provide secure and efficient payment and identification transactions. Today, MagTek continues to innovate. Its MagneSafe™ hardware 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.





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