MAGTEK®
SECURITY FROM THE INSIDE

Secure Card Reader Authenticators

MAGNE*SAFE*

The Evolution of Card Reading Technology:

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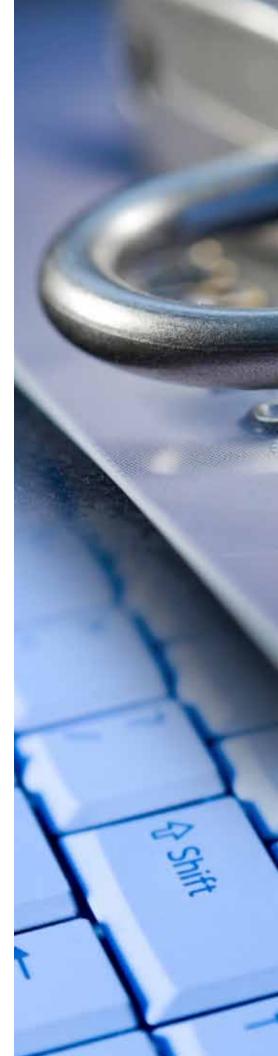
MSR - Magnetic Stripe Reader
- Reads ISO/AAMVA encoded data and transmits clear text cardholder data.

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.

MAGTEK®
SECURITY FROM THE INSIDE

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)

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

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

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

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

iDynamo
Mobile merchants can now leverage the power of their iPhone/iPod Touch products without the worries of handling or storing sensitive card data at any time.

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

BT90
Enables secure wireless communications with a PC or mobile phone using the popular Bluetooth interface.

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

m20
Secure storage for fast, mobile transactions where cables or wireless connections are not accessible.

U-Finity
Offer the freedom and flexibility needed to perform secure transactions without cabling restrictions.

...MagTek means quality.

Centurion

For retailers and financial institutions that want security, ergonomic design and ease-of-use, the Centurion 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 Centurion employs the industry standard, Triple DES encryption and is USB powered. This bidirectional SCRA conveniently makes any existing electronic transaction more secure.

Benefits

The Centurion 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 Centurion 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
- Device/host authentication
- Unique, non-changeable device serial number
- Triple DES encryption
- DUKPT key management
- Tokenization
- Masked data
- Format preserving encryption through MagneSafe 2.0
- 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

Small-footprint.

USB Powered.

Bidirectional.

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
- Device/host authentication
- Unique, non-changeable device serial number
- Triple DES encryption
- DUKPT key management
- Tokenization
- Masked data
- Format preserving encryption through MagneSafe 2.0
- 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

Encrypted.

USB Powered.

Future-Proof.

BulleT
ergonomic design

BT90
standard design

BulleT & BT90

Security anywhere. With the BulleT and BT90 secure card reader authenticators (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 and BT90 enable secure wireless communications with a PC or mobile phone using the popular Bluetooth interface. Not only do the BulleT and BT90 encrypt card data from the moment the card is swiped, but they also enable card authentication to immediately detect counterfeit or altered cards.

Benefits

Ideal for merchants and financial institutions' mobile users, the BulleT and BT90 offer 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 and BT90 are 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
- Device/host authentication
- Unique, non-changeable device serial number
- Triple DES encryption
- DUKPT key management
- Tokenization
- Masked data
- Format preserving encryption through MagneSafe 2.0
- 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.

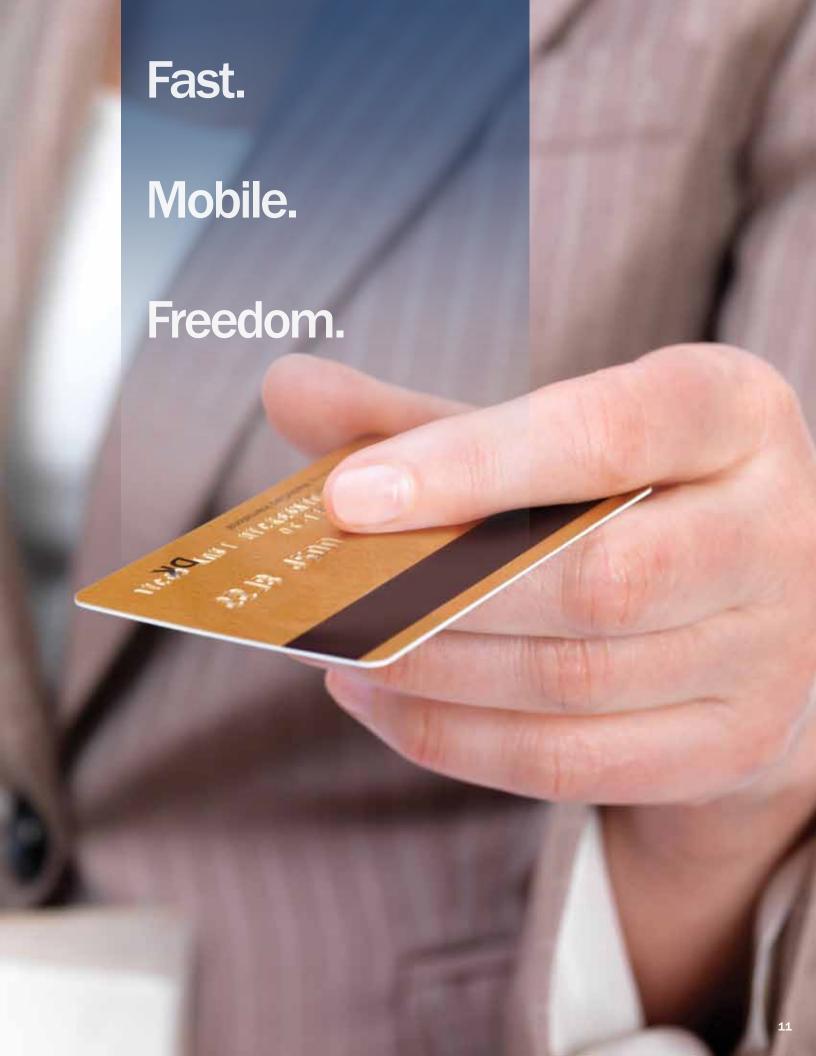# Secure.

Flash
ergonomic design

m20
standard design

Flash & m20

Secure transactions, anywhere, anytime. The Flash and m20 secure card reader authenticators (SCRA) offer faster mobile transactions. The Flash and m20 leverage 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 and m20 offer 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 and m20 offer 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
- 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

Fast.

Mobile.

Freedom.

Dynamo

iDynamo

Dynamo & iDynamo

Enhance the security of your cardholder's online banking and e-commerce transactions with the Dynamo and iDynamo secure card reader authenticators. These compact and portable devices have been designed specifically to protect users from the threats of Internet phishing, spyware and identity theft with an easy-to-use device. With the Dynamo and iDynamo, your cardholders can gain secure access to their online accounts with the simplicity of a swipe.

Benefits

The Dynamo family 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. The Dynamo family offers MagneSafe™ security features including a combination of MagnePrint® card authentication, mutual authentication of the reader and website, and strong encryption of card data. Deployed properly, this architecture can meet FFIEC recommendations for strong multi-factor authentication while protecting card 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.

Ideal for merchants and mobile users, the iDynamo offers MagneSafe security features and works with iPhone 3GS, iPhone 3G and iPod touch. 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.

Made for
iPod | iPhone

Features

- Ergonomic, portable and rugged design
- Protects card data per PCI DSS requirements
- MagnePrint card authentication
- 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
- Format preserving encryption through MagneSafe 2.0
- 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

Dynamo Only
- Convenient attachment for a lanyard
- USB powered
- Multicolor LED to indicate reader status

iDynamo Only
- Convenient iPhone 3GS, iPhone 3G and iPod touch connection

Compact.

Portable.

Bidirectional.

U-Finity

Get the freedom and flexibility you need to perform secure transactions without cabling restrictions. Now you can equip your store, restaurant or branch with the U-Finity secure card reader authenticator (SCRA) which offers the flexibility of a portable device that can be easily moved to the customer, without cumbersome cables to get in the way. With a network range of over 10 feet, the U-Finity is equipped with a wireless interface for connection to any PC or terminal. And, it offers all of MagneSafe's™ enhanced security features including the encryption of card data from the moment it is swiped.

Benefits

The U-Finity features MagneSafe's advanced security architecture which has been designed to protect card data per PCI DSS requirements. With no cabling to get in the way of card swiping, the compact reader has been designed for true flexibility and ease-of-use. Its long-life battery enables hundreds of secure swipes per charge and it is fully compatible with wired USB MagneSafe readers.

Features

- Ergonomic design
- Wireless USB dongle
- Supports personal area network up to 10 feet
- Protects card data per PCI DSS requirements
- MagnePrint® card authentication
- Device/host authentication
- Unique, non-changeable device serial number
- Triple DES encryption
- DUKPT key management
- Tokenization
- Masked data
- Format preserving encryption through MagneSafe 2.0
- 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
- Rechargeable battery with 5-year life; standard USB cables to recharge; hundreds of card swipes between charges
- Multicolor LED to indicate reader status

Wireless.

Portable.

Easy-to-Use.

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, 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 and real time authentication, 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.

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