



Corporate Profile

Company Background

Precidia Technologies Inc. designs and manufactures Internet Protocol (IP) payment and networking software and de. With customers in over 85 countries, Precidia offers unique products designed for simple serial networking of equipment such as PBX systems, as well as a suite which manages the complexity of IP based payments in the retail industry. All of Precidia's products have been designed to maximize the potential of existing equipment, with deployment, monitoring, security and management tools.

While the Simple Serial Networking line is key for the company, it is our unique approach to IP Payments that has earned Precidia's reputation as a market-driven technology provider. After achieving dominance in the Canadian payments market with Bell, Telus and large retailers, Precidia leveraged this success into the U.S. Precidia's customers include the US Navy and FedEx Ground. In the U.S. payments industry, Precidia has achieved success with Shell, TNS, Cybera, Hughes, Chase Paymentech, Conoco Phillips and other significant players.

Today, Precidia's approach to the retail payments market has evolved from an IP enabler, to replacing the payment terminal. The TransNet™ payment engine is the key pillar in the company's drive to integrate IP payments capability with existing devices. By becoming the payment terminal, Precidia's technology eliminates the challenge of cardholder data security standards compliance, delivering a fast, simple and cost effective payment solution for small businesses and retailers.

Working hand-in-hand with TransNet is NetVu™, Precidia's network configuration manager. This industry leading product is designed to simplify device deployment and management, a key competitive differentiator for Precidia. NetVu facilitates remote deployment and configuration, while delivering valuable diagnostic data and alerts. Similarly, MerchantVu™ brings store-level data and tools to the merchant.

To a great extent, Precidia's evolution has been driven by its recognized expertise in retail payments. The company works with key payment processors, and has extensive knowledge of relevant protocols, standards and certifications. Precidia's management team has a proven track record in IP access technology and in key vertical markets such as Point-of-Sale (POS). Deepak Wanner, Precidia's President and CEO, is a recognized expert in IP technology for the payments industry.

Precidia possesses numerous competitive advantages, including:

- Industry's most comprehensive approach to security, with PCI and PABP compliance, field tested firewalling and SSL encryption
- Router capability, with industry leading feature set
- Strong reputation for quick customization by world class design team
- Pioneering approach to deployment and management with NetVu

At a Glance

- Founded in 1999
- 30 employees
- Customers in over 85 countries
- More than 75,000 units installed worldwide
- Over 200 unique applications

Market Sectors

Simple Serial Networking

- PBX Systems
- Building Automation
- Health

IP Payments

- Small and medium Sized business and retailers
- Convenience Store/Petroleum
- Restaurants/Hospitality

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Product/Solution Benefits

Precidia's products deliver several benefits, including:

- Reduced communication costs
- Industry leading security
- Extended life of costly existing serial or dial-based equipment
- Easier remote management of equipment via networks
- Simplified equipment diagnostics and maintenance
- Faster gathering of real-time information

Products/Solutions

Precidia offers a range of products to suit almost any application, from single to multiport, simple serial connectivity to more complex payment routing and processing. The company's key products include:

POSlynx220™

Multiport payment router connects 2 dial and 2 serial devices to IP networks, with industry leading security and features such as automatic dial back-up. Versions 2.09 and above feature TransNet payment application.

TransNet™

Unique payment application for PCs runs on POSlynx220 v.2.09 and above, for industry leading security. Handles payment transaction from card swipe to authorization. TransNet is accessible from a range of hardware platforms, including the POSlynx220 or other routers. The payment engine can be integrated with a variety of existing devices, including PC cash registers, dial terminals and even PDAs, for mobile payments.

NetVu™

Setting the standard for device management, Precidia's network configuration manager facilitates deployment and active management of serial and dial based devices. Also provides diagnostic data and alerts, as well as store-level reporting with MerchantVu™.

iPocket232™

Compact, cost effective single port adapter that migrates stand-alone asynchronous RS232 equipment to IP via Ethernet.

Partnerships

Partnerships are the cornerstone of Precidia's business. Partners include:

Processors/ISOs: Alliance Data, Amex, Bank of America, Chase Paymentech, Fifth Third, First Data, Global Payments, Heartland, Merchant Warehouse, Moneris, RBS Lynk, TSYS, Vision Payments

Network Providers: Au Beta, Bell South, Cybera, Megapath, Netifice, New Edge Networks, Staunch, TNS, Verizon

Router/IT Vendors: Blackbox, BWI, Cisco, Embarq Graybar, Insight, Mitel, Netopia

Customers

WPS Parking

FedEx Ground

American Eagle Outfitters Disney

Haydon Systems

London Drugs

Mac's/Circle K Convenience

Agilysys

Shell

Royal Caribbean Cruises

Echelon

DSI Dynamic Card Solutions

Budgetext

Ultramar

Factory Card

US Navy

Petro Canada

Nebraska Book

TeleLarme Portugal

InnTouch Telecom

FKG Oil

Jordan Oil