



FOR IMMEDIATE RELEASE

Press Contact:

Precidia Technologies Inc.
Jennifer McDonald
Marketing Communications Specialist
(613) 592-7557 x.208
mcdonald@precidia.com

Faster, Cheaper Processing for Petroleum Retailers

VeriFone & Paymentech Certify Precidia IP Adapter for Ruby Terminals

Ottawa, Canada, May 12, 05 – Precidia Technologies, a major provider of Internet Protocol (IP) access devices for the Point-of-Sale (POS) industry, today announced that VeriFone Inc., the leading global provider of payment solutions, and Paymentech, a national electronic payment processor have certified their Ether232POS IP adapter for the Ruby POS terminal. The device enables petroleum retailers to reduce costs and significantly speed up transactions.

The Ether232POS seamlessly converts Ruby transaction data to IP for transport over broadband Internet networks. Petroleum retailers can eliminate dedicated dial lines and modem costs while decreasing transaction times from an average of 12-20 seconds to between 4-6 seconds. With no changes to existing processes or infrastructure, merchants are up and running quickly.

“The Ether232POS provides a simple, transparent IP option for petroleum retailers to add IP capability to their existing Ruby systems. The combined of ease of implementation, cost, and increased functionality make this a truly valuable solution for petroleum retailers to leverage Internet-based processing into the Paymentech host,” declared Deepak Wanner, president of Precidia.

VeriFone partner CBE offers turnkey POS solutions for Convenience Store/Petroleum market. “We build custom, integrated POS solutions around the Ruby terminal,” explained Scott Rosen, CBE IT Director. “The Ether232POS allows us to enhance our solutions with cost-effective IP network connectivity. For our extensive customer base with Ruby terminals, the Ether232POS delivers a must-have IP advantage for improving service and lowering operational costs.”

About Precidia Technologies

Precidia Technologies Inc. is a global leader in the design and manufacture of IP access devices for a wide range of industries, including retail payments and building automation. With customers in over 75 countries, Precidia’s unique suite of wired and wireless access devices seamlessly migrate stand-alone serial and dial equipment onto more sophisticated IP networks. For more information, visit Precidia on the Web at www.precidia.com.

- END -