



NEWS RELEASE

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For immediate release

ESD debuts new wireless Synergy Wireless Card System

Fort Washington, Pa.— Equipment Systems and Devices Inc. (ESD) recently released the new Synergy Wireless Card System for vended laundries. Simple to install, the wireless system does not rely on an Internet connection to operate – ensuring unrivaled reliability. Rather, Synergy utilizes wireless communication to locally connect cardslide readers, mounted on washers and dryers, to an on-site server/computer. Customers simply swipe a magnetic stripe loyalty card to operate equipment and take advantage of vended laundry specials and promotions.

“Synergy is perhaps the industry’s most diversified and reliable electronic payment system,” said Adrian Zettlemyer, director of technology integration. “It takes very little time to install, which saves laundry owners money, and comes with an array of built-in features that promote customer loyalty, simplify management and marketing, and offer a variety of payment options craved by customers.”

Customers load value onto their magnetic stripe loyalty cards using a Value Transfer Machine (VTM) at the laundry. They can load value at the VTM using cash, debit/credit cards, Electronic Benefits Transfer (EBT) cards, smartphone “tap-and-pay,” and Europay Mastercard Visa (EMV).

With “tap-and-pay” customers use mobile payment applications, such as Google Wallet, Apple Pay and Samsung Pay, to transfer payment. Customers simply place their smartphones near the VTM reader and instantaneously transfer value from a selected credit card to their laundry loyalty cards. The Synergy VTM is also equipped to allow customers to use new technology credit/debit cards, or EMVs, which feature both magnetic stripes and embedded smart

chips. EMVs offer more security than credit/debit cards with just magnetic stripes.

Once loyalty cards are loaded with value, customers swipe them at the washer/dryer to operate equipment. The Synergy System is also available to operate with or without coins.

When a loyalty card is swiped at a washer or dryer, Synergy wirelessly transmits magstripe card information over a secure WIFI network to an on-site computer/server database where customer information is stored. If the customer has enough value on his/her card, the system approves the transaction and the customer can start the machine.

Meanwhile, laundry owners enjoy a host of Synergy perks, including MyLaundryLink – a management system accessible via any computer with Internet access. MyLaundryLink provides real-time information about every washer and dryer in the laundry. Owners can view income reports, tweak laundry equipment programs and monitor loyalty cards via a remote computer or smartphone using the Internet. This connectivity gives laundry owners full accountability and versatility that includes the ability to change vend price, run specials, start laundry equipment and view revenue hour by hour.

To find out more about ESD mechanical and electronic payment systems, including Synergy, visit www.esdcard.com or call 800-523-1510.

Dedicated to the vended and multi-housing laundry industries, ESD has engineered and manufactured mechanical and electronic (card) payment systems – and associated components and management software – for more than 45 years. ESD payment systems, backed by limited factory warranties, are in place across the globe.

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