

## News release

# SmartTray Makes Crystal Cabin Award Short-list in Passenger Comfort Hardware

### ***18 countries, a new record, made the 9<sup>th</sup> Crystal Cabin Award 2015 short list***

**Phoenix, Arizona, January 26, 2015** – SmartTray International, LLC, announced today it made the Crystal Cabin Award 2015 short-list in Passenger Comfort Hardware category. The award, to date the only one of its kind, has been presented in association with the Aircraft Interiors Expo in Hamburg, Germany every year since 2007. Contestants must improve passenger comfort within the cabin for all or for specific groups of passengers. The trophies have become a seal of quality, known and coveted around the world.

“Winning the Crystal Cabin Award would be the greatest honor in my professional career,” said Nick Pajic, President & CEO of SmartTray International. Built in portable electronics’ device stands take up most of the space on traditional food tray tables adding to passengers’ anxiety. Enhancing air travelers experience is therefore an important business for airlines,” added Pajic.

SmartTray is engineered to replace decades old food tray table designs with modern, multi-purpose PED friendly tray tables facilitating hands-free use of Portable Electronic Devices and Mobile Phones for superior ergonomics, better space management, and enhanced onboard safety. The intelligent designs hold smartphones and tablets with and without protective device cases. The patented groove technology expands and retracts automatically to the thickness of the air traveler’s device and requires no special training, or interface instructions for crew or passengers.

**About Smart Tray**

SmartTray International, LLC, is an innovation leader and pioneer of proprietary, simple, practical, low cost, tablet device in-flight entertainment (IFE) platforms designed to greatly enhance travelers' experience and make the cabin safer for passengers and inflight crews. This innovation is capable of leveraging digital place-based media technology while bringing in-flight entertainment and Internet access right to air travelers fingertips—without their ever having to reach overhead for their stowed tablet or other mobile device. SmartTray is privately owned. For more information, please visit [www.thesmarttray.com](http://www.thesmarttray.com).

**Media Contact:**

Nick Pajic

Phone: +1.602.553.1988

Email: [info@thesmarttray.com](mailto:info@thesmarttray.com)

xxx