



I N T E R N A T I O N A L , L L C

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FOR IMMEDIATE RELEASE

MEDIA INQUIRIES

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Study reveals: 98% prefer SmartTray® mobile device-friendly tray tables over standard tray tables

SCOTTSDALE, ARIZONA, March 15, 2016 – SmartTray® International, LLC, a global leader and pioneer of proprietary, mobile device-friendly tray tables that hold and power Personal Electronic Devices (PEDs) including Smartphones, announced today the focus group study results by Triad Consulting, Inc., a Nevada based firm.

The survey was designed to assess perceptions of a SmartTray® tray table in general and relative to conventional food tray tables. The survey was designed and administered by Dr. Mark Guadagnoli, PhD, Senior Research Scientist who has worked in industry and academia for over two decades. He is a Professor of Neuroscience and Neurology at the UNLV School of Medicine and has lectured at several universities including Harvard University, UCLA, UNLV, and USC.

“The study reinforces the desire for an integrated PED holder that facilitates better interface with the many gadgets today’s air travelers bring onboard to watch movies, play games, shop, surf the web, and work,” said Nick Pajic, President & CEO of SmartTray.

STUDY KEY FINDINGS:

- 98% of those surveyed felt that SmartTray would make their traveling life easier relative to a standard tray table
- 89% of those surveyed felt that having a SmartTray would impact their choice of airlines, all other things being equal
- 90% of those surveyed valued the SmartTray such that they would be willing to pay extra to have it relative to a standard tray table
- 86% of those surveyed said they would stay connected to Wi-Fi longer, on average 32.4%

“I have no doubt the study will aid airlines in making more informed decisions for adapting the gadgets-friendly tray tables that 98% of air travelers prefer,” said Pajic.

SmartTray replace decades old food tray table designs with multi-purpose, PED and Smartphone friendly tray tables that enable travelers to enjoy their food and beverages while using their personal electronic devices. The integrated gadgets-friendly holder expands and retracts automatically to the thickness of the air traveler’s device and requires no special training, or instructions for crew or passengers.

“There is no need to look for your gadgets or possibly forget them onboard. Your gadgets are always in full sight and within arms’ reach, a convenience air travelers expect and want,” said David Coppock, COO of SmartTray International.

ABOUT SMARTTRAY

SmartTray® International, LLC, is a world leader and pioneer of proprietary, simple, low cost mobile-device friendly tray tables that power and facilitate hands-free use of portable electronics devices (PEDs) including smartphones on airplanes, trains, busses, automobiles and marine vehicles. SmartTray tables offer superior ergonomics, better space management, and improved comfort and convenience over conventional tray tables. SmartTray is privately owned. For more information, please visit: www.thesmarttray.com.

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