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APEX Chooses SmartTray X2™ IFE Platform for Tablet Devices as Finalist for the Avion Award for Best Achievement in Technology

*The winners will be honored at the APEX Awards Ceremony
September 9, 2013, in Anaheim, California*

SmartTray International, LLC announced today that its SmartTray X2™ proprietary IFE platform for holding tablet devices inside airplane tray tables has been selected as one of only four finalists by the Airline Passenger Experience Association (APEX) for the Avion Award for Best Achievement in Technology.

“Literally hundreds of firms, big and small, compete in the IFE space,” said Nick Pajic, Founder & CEO of SmartTray International. We are very pleased and proud to see the X2 recognized as one of the leading solutions for making IFE a better experience for passengers and a more cost effective solution for airlines,” added Pajic.

The APEX Avion Awards and the related Passenger Choice Awards recognize industry innovation and contributions to the inflight entertainment (IFE) industry. Awards are presented annually by the Airline Passenger Experience Association (APEX). The 2013 winner in each category will be announced on September 9, 2013, at the APEX/IFSA EXPO during the 2013 Awards Ceremony in Anaheim, California.

The explosive growth of personal electronic devices (PEDs) on airplanes has been influenced by introduction of onboard internet connection at 35,000 feet. By 2016, industry experts are forecasting over 760 million electronic tablet devices will be in circulation. Combined with e-readers and smartphones, that means that almost everyone flying will bring onboard at least one of these gadgets. The problem all airline carriers are facing today is that the airplane cabin was not designed for these devices.

“Of course, we are flattered to be nominated as a finalist for this prestigious Avion Award for Best Achievement in Technology,” said Pajic. We are even more proud to bring a simple and affordable solution to all airlines that makes using these devices onboard safer for travelers and inflight crew and that can be installed literally overnight,” added Pajic.

The SmartTray X2™ features a unique ‘tray-in-a-tray’ design which safely holds passenger-owned personal electronic devices (PEDs), makes the cabin safer for travelers and inflight crew, and makes using these devices easy when the tray tables are in the upright, or down positions. For more information including product video demonstrations, please visit <http://www.thesmarttray.com>.

SmartTray International will showcase its SmartTray X1™ and SmartTray X2™ tablet device IFE platforms at APEX/IFSA 2013 EXPO, September 9-12, 2013, in Anaheim, California, exhibit Hall C, Booth 1644.

About SmartTray:

SmartTray International, LLC, is an innovation leader and pioneer of proprietary, simple, low cost, tablet device in-flight entertainment (IFE) platforms that embrace proven, user friendly, cutting edge technologies designed to greatly enhance travelers’ experience and make the cabin safer for passengers and inflight crews.

SmartTray products turn decades old food tray designs into modern, cutting edge technology tablet device IFE platforms that can be installed in minutes per passenger seat and at a fraction of the traditional seat embedded IFE systems costs. The complex and costly logistics of getting carrier provided tablet devices on and off aircraft to recharge tablet device batteries between flights inside airports is completely eliminated. Tablet device batteries are charged automatically when tray tables are in the up, or stowed position.

SmartTray is privately owned. For more information, please visit us at <http://www.thesmarttray.com>.

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