

News release

SmartTray Sets a New Standard for BYOD in Premium and Economy Class with Expandable Groove Technology

PHOENIX, AZ, December 22, 2014 – SmartTray International, LLC announced today their Next Gen expandable groove technology engineered to hold smartphones and tablets with and without protective device case. The expandable groove expands and retracts automatically to the thickness of the air traveler's device.

“The evolutionary expandable groove designs deployed across SmartTray X1, X2, and X4 products facilitate maximum flexibility and convenience for air travelers ensuring superior ergonomics and enhanced end to end in-flight experience,” said Nick Pajic, President & CEO of SmartTray International.

Built in device stands take up most of the space on traditional food tray tables adding to passengers' anxiety. To meet “always connected” air travelers' needs airlines are investing billions to maintain and win customers' loyalty.

“We are seeing very strong year end demand as airlines focus on deploying end-to-end BYOD solutions throughout their fleets for 2015 and beyond”, said Pajic.

SmartTray's patented groove technology is simple, intuitive, practical, robust, and easy to use, install and maintain. “An entire aircraft can be retrofitted overnight making upgrade affordable to both legacy and low cost airlines,” added Pajic.

SmartTray has retrofit options with licensed partners and is working with major seat OEMs on line fit solutions that make it possible for air travelers to slot their PEDs and mobile phones in a food tray table device holder with lots of room left for snacks, drinks, and other items brought onboard enhancing their entire in-flight journey experience.

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.

Media Contact:

Nick Pajic

Phone: +1.602.553.1988

Email: info@thesmarttray.com

xxx