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## **SmartTray International Chosen Newcomer of the Year by the Airline Passenger Experience Association**

PHOENIX, Arizona, September 9, 2013 – Airline Passenger Experience Association (APEX), the leading industry group focused on inflight entertainment (IFE) for commercial aviation, has named SmartTray International as its first ever ‘Newcomer of the Year’ for 2013.

“We are delighted to receive this recognition from APEX and our peers in inflight entertainment.” said Nick Pajic, the Founder and CEO of SmartTray. To be selected from all of the emerging firms and new products in this marketplace is a high honor. It is a vote of confidence that the breakthrough products we have introduced to improve the passenger experience and to benefit airlines are having a significant impact.”

SmartTray X1™, SmartTray X2™ and SmartTray X3™ airline tray tables provide airline passengers a hands-free environment for use of both passenger owned and airline provided personal electronic devices keeping these fragile and expensive devices safe.

### **About SmartTray**

SmartTray International, LLC, is an innovation leader and pioneer of proprietary, simple, safe, 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 at a fraction of the traditional seat embedded IFE systems costs.

SmartTray is privately owned. For more information, please visit [www.thesmarttray.com](http://www.thesmarttray.com)

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