

## News release

# SmartTray International Unveils its X4 Tray Table with Patented Groove Technology at APEX/IFSA Expo 2014

**PHOENIX, AZ, September 15, 2014** – SmartTray International, LLC announced today that it will unveil SmartTray X4 with patented groove technology at the APEX/IFSA Expo 2014, September 15-18, at the Anaheim Convention Center in Anaheim, California. The X4 intelligent design offers unprecedented solutions for BYOD in first and business class. The intelligent design advances the passenger experience for travelers, making it possible to safely use personal electronic devices (PEDs) hands-free without taking up tray table space.

"SmartTray is on the forefront of two major global trends," said Nick Pajic, CEO and Founder of SmartTray. "Over 760 million people worldwide are forecast to own tablet devices by 2016. Airlines as well as regulatory bodies have recognized this, making it possible to use electronic devices in-flight, and move away from more costly seatback television screens in favor of streaming entertainment straight to customers' own state of the art portable electronic devices."

SmartTray product line is robust, simple, elegant, lightweight, and economical – an entire aircraft can be retrofitted overnight making upgrade affordable to airlines. Travelers appreciate its simplicity and design, which transforms an ordinary tray table into an interactive work and play station that leaves plenty of room for refreshments and other items, including Bluetooth keyboards. Since recent regulatory changes that allow passengers to use PEDs in-flight, airlines have been clamoring to take advantage of the ruling to allow passengers the convenience of using their own devices.

With more than 120 airlines and over 250 vendors from dozens of industries committed to improving the airline passenger experience, the APEX/IFSA Expo is the only event for airline decision-makers dedicated to improving the airline passenger experience. The industry's four-day premier event includes educational sessions, and the most comprehensive display of

airline-related technologies, products and services covering comfort and ambience, entertainment and connectivity, and catering and services.

### **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).

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