

PrehKeyTec

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Product Description:

In 2009, PrehKeyTec expanded upon a proven hardware solution for retail by providing customers a method by which to protect themselves against fraud, known as SecurEntry. To address a growing data security concern in the United States, PrehKeyTec's German-based engineers utilized existing advanced, processor-based keyboards to take data security to a new level. Personal data received by the PrehKeyTec keyboard is secured and encrypted within the confines of the unit before the data is transferred to the host. SecurEntry provides a secure solution no other keyboard manufacturer can currently deliver.



Why The PrehKeyTec SecurEntry Solution Is Superior:

- Encryption occurs *within the confines* of the input device
- MSR data can be encrypted
- 'Card not present' transactions can be encrypted
- Solution based on AES encryption technology
- API provided for ease of decryption of the encrypted data
- Supports true *end to end* encryption
- Allows the POS to become 'out of scope'

Expansion into the area of data security provides opportunities for PrehKeyTec products in market verticals including banking, government, healthcare, property management, and telephony.

Types Of Data The PrehKeyTec SecurEntry Solution Encrypts:

- *MSR data* — consumer's credit card information
- *Numeric input* — credit card not present transaction, social security number, driver's license number
- *Alpha input* — corporate passwords, medical diagnosis, home address
- *Fingerprint data* — secure log-on, access control, time and attendance

Company Overview:

PrehKeyTec is a leading manufacturer of data input devices with an industry reputation for highly reliable products. PrehKeyTec solutions are installed in demanding operating conditions requiring high quality data entry systems. Applications include use in grocery, banking, healthcare, and other operating environments that require dependable long-term performance, configuration flexibility, and high reliability.

ALPHA[®]

High Theft Solutions

Alpha High-Theft Solutions

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Company Overview:

First In High-Theft Security

For over 30 years, Alpha has provided retailers with the most innovative and technically advanced products engineered to protect high-theft merchandise. Every Alpha product is designed to defend a retailer's bottom line by helping its business reduce theft and increase sales, delivering uncompromising security, ease-of-use for its store associates, aesthetics that complement the merchandise it protects, and an ROI in less than 12 months.

Alpha's product solutions are technology agnostic, designed to complement the retailer's EAS system, whether AM, RF, or EM. Alpha's solutions are also designed to reduce theft and increase sales at retailers who do not use an EAS system.

Alpha is the only company that focuses exclusively on protecting high-risk merchandise and pioneered the "open display" security philosophy. We were the first to provide retailers a truly safe means to bring merchandise from behind locked cabinets and openly display it. All of our customers have experienced immediate results in increased sales, decreased theft, and an ROI under 12 months that justifies the investment.

Alpha product solutions are carried by a growing number of retailers in each major vertical market, including office supply, consumer electronics, multimedia, grocery, drug, mass merchant, discount, sporting goods, apparel, specialty, and DIY.



Alpha. First.

Alpha is first when it comes to bringing new high-theft solutions to market. Alpha is first when it comes to delivering proven quality security solutions. Alpha is first with the resources and accountability you need today from a security partner.

To manage your high-theft problems and improve your bottom line, think of Alpha first.

For a complete list of industry firsts pioneered by Alpha, visit our website at www.alphaworld.com.