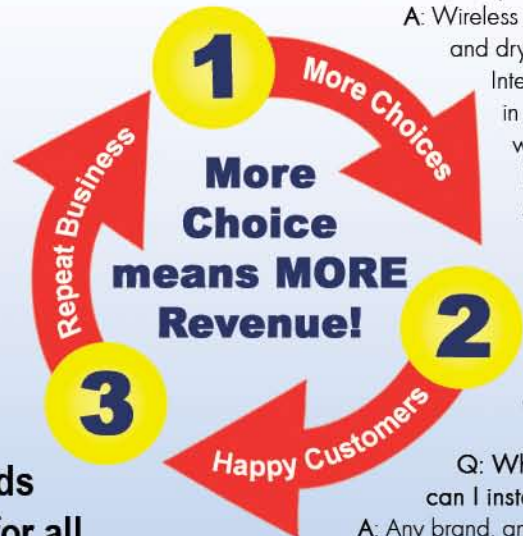


# Let your customers use the card that's already in their wallet!

Regardless of social status, credit cards have become the standard for money management. The cost of a wash has come to the point where it's a major inconvenience to use coin. Your customers want the option to use their credit cards for laundry just like they do for all their other "every-day" transactions.



**Q: How hard is your new system to install?**

**A:** Very easy. All of our readers use the latest in long range Bluetooth Wireless Technology. Simply install the reader onto the machine and plug our wireless gateway into your Internet connection then give us a call. Everything else is done right from any Internet connected PC.

**Q: What do you mean by wireless?**

**A:** Wireless means that all of the washers and dryers communicate back to an Internet Gateway. We use the latest in Bluetooth Wireless Technology with 3 layers of encryption to keep all your data safe and secure. We only require that you have a professionally installed Internet connection. You won't even need to have a PC on site. No expensive wiring from machine to machine or back to a central controller.

**Q: What brand or model machines can I install your units on?**

**A:** Any brand, any model. We have been making drop coin meters and card systems for the commercial laundry market for many years and have never found a machine that we could not interface with.

**Q: What kind of accountability do I get with the Setomatic System?**

**A:** Total web based reporting gives you instant access to all of your coin, credit and loyalty card data. Whether on vacation, or in the office just log onto any Internet connected PC to see your laundromat's statistics in real time. No more worries about computer compatibility or data loss.

**Q: Do I have to put the readers on all of my machines at once?**

**A:** No. Once you have done your initial installation, you can add machines as you choose. The most successful locations will initially convert at least half of their machines. We find that due to the tremendous positive response from customers, owners quickly convert the remainder of their machines. Credit card acceptance increases revenue, so the more machines ... the better the return.

**Q: Do I have to pay a transaction fee to the credit card company every time a customer swipes their card?**

**A:** No. Our system collects the total amount spent that day for each card number and batches them into one transaction. You pay only ONE transaction fee for each customer.

**Q: Once I buy your system, will I have to pay a bunch of money if I want to add other options like loyalty cards, remote monitoring or multi-location support?**

**A:** Absolutely not! EVERYTHING is included in our low cost initial set up. (If at any time you want to add loyalty cards, place an order for cards and you will be in business.)

**Q: What is the advantage of adding Credit Cards onto my washers and dryers?**

**A:** More and more people are now receiving their paychecks directly into their checking debit cards. Credit card customers typically upgrade to bigger machines and spread their laundry over more units. Not only will you increase customer loyalty, but the convenience of "pay by credit card" will attract many new customers to your store. More credit transactions also mean less frequency in coin box collections.

**Q: Is the Setomatic System PCI DSS Compliant?**

**A:** Yes. All aspects of our system meet the PCI DSS requirements, from the washer/dryer interface to the processing of credit cards over the web. PCI DSS stands for "Payment Card Industry Data Security Standard". It is a comprehensive set of international security requirements for safeguarding cardholder data to prevent fraud. Not only does our software meet these rigid standards but, we have also added an additional measure of protection with our triple encrypted Bluetooth Technology.

## Still Have Questions?

**Q: How long has Setomatic been around and can I trust them to be here in the future?**

**A:** Many companies have come and gone during our 40 years in the payment industry. It has been our foresight into cutting edge technology that has kept us a respected and viable company. At every "Clean Show" there are a few new payment companies that exhibit. They show up for one or two shows, never to be seen again.

**Q: Can I still keep my drop coins or does your system replace them?**

**A:** From the introduction of our first card system in 1994 we made a provision for Coin, Credit Card and Smart Card. It has always been your choice, not ours, as to what payment types you would like to accept.

