



For Immediate Release

March 18, 2010

Contact: Tom Goldsmith (202) 828-2635 ext. 206

ETA Technology Showcase Features Walk-Through Demos

Washington, DC – The Electronic Transactions Association’s Technology Committee will play host to a new Technology Showcase during the upcoming ETA Annual Meeting & Expo, April 13-15, at Mandalay Bay Resort and Casino, Las Vegas, NV.

The showcase will feature multiple presentations from leading technology companies, including Verifone, Hypercom, ROAM Data, SoundPOS, Magtek, Magensa, TouchSuite, Ingenico, First Data, USA ePay, and Planet Payment.

The 2010 Technology Showcase is the latest edition in the committee’s Technology Supersession series of presentations, which have been a highlight of the annual ETA event.

“This year, the committee’s emphasis will be a little different,” according to ETA CEO Carla Balakgie. “Rather than focus on the future of payment technology, they’ll be presenting advanced systems and equipment that can be used today to increase sales and profits. We’re very excited to see what these companies will bring to the showcase.”

Rather than a single presentation, the Technology Showcase will be staged three times during the Annual Meeting. At each session, small groups of participants will walk through a “main street” of shops and view up-close hands-on presentations from vendor representatives at each stop.

The presentations will conclude with the awarding of a number of valuable prizes donated by participating vendors.

###

About ETA:

The Electronic Transactions Association is an international trade association representing more than 500 companies who offer electronic transaction processing products and services.