



**PRECIDIA**  
TECHNOLOGIES

## **PRESS RELEASE** **FOR IMMEDIATE RELEASE**

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### **Budgetext® Chooses TransNet Payment Engine for Bookstore Software**

Payment solution eases burden of processor certification and delivers consistent application for web and in-store purchases.

**Ottawa, Canada, November 4, 2009** – Precidia Technologies Inc., a global leader in the design and manufacture of Internet Protocol (IP) payment and networking products, announced today that Budgetext® Corporation has selected Precidia's [TransNet™](#) payment engine for its bookstore management software. By integrating TransNet with their software, Budgetext® can take advantage of the payment engine's unique features and benefits for developers. These benefits include pre-certification to a wide range of payment processors and PCI PA-DSS (Payment Application Data Security Standard) validation. TransNet is payment engine software that is housed on a secure hardware platform, such as the [POSLynx220](#) payment router.

Budgetext® has developed a leading bookstore management system for bookstores throughout North America. SellMate® is a point-of-sale, general merchandise and textbook management software package, which can include WebMate® as a web-based solution that offers bookstores a storefront on the web. The company turned to Precidia's TransNet to provide a payment component that could work with both of these systems, ensuring a consistent payment application for in-store payment processing, as well as e-commerce. TransNet's unique design allows it to integrate seamlessly with applications, e-commerce websites, PCs and POS devices, making it ideal for Budgetext®. Designed to speed up time to market for application developers, TransNet is pre-certified to a range of transaction processors, eliminating the headache of maintaining multiple certifications. Offering the industry's most comprehensive approach to security, TransNet is PA-DSS validated, and features default settings that help maintain PCI DSS (Payment Card Industry Data Security Standard) compliance for the merchants that use it. TransNet can operate with its own user-friendly virtual terminal interface, or can be integrated with an existing interface for a familiar look and feel.

Budgetext® System Developer Robert Cormier said: "Integrating TransNet eliminated the task of developing our own payment application. We needed a solution that could be deployed to many locations, with multiple processor arrangements and equipment types. TransNet allowed us to integrate one standard payment application in all locations as well as e-commerce websites, which is easier for us to support and maintain."

"Companies developing software applications that require a payment component choose TransNet because it offers several features that save time and money", said Deepak Wanner, President of Precidia Technologies. "The PA-DSS validated design decreases or eliminates the cost and complexity of designing to PA-DSS standards. In addition, TransNet is pre-certified with a wide range of processors, allowing merchants to route to any processor without additional costs or hassles. Finally, Precidia's payment engine also features a number of management tools which provide reporting, alerts and 24/7 access to device data for simplified support".

To learn more about Precidia's payment solutions, visit [www.precidia.com/payments](http://www.precidia.com/payments)

**About Precidia Technologies**

Precidia Technologies is a global leader in the design and manufacture of Internet Protocol (IP) payment and networking products. With customers in over 85 countries, Precidia offers unique products designed for simple serial networking, as well as a suite which manages the complexity of IP based payments in the retail industry. All of Precidia's products have been designed to maximize the potential of existing equipment, with deployment, monitoring, security and management tools. For more information, visit Precidia on the Web at <http://www.precidia.com>

**About Budgettext<sup>®</sup>**

Budgettext<sup>®</sup> is a leading provider of affordable educational solutions to the K-12 and college markets. Budgettext<sup>®</sup> serves several thousand customers nationwide with products and services ranging from new and used textbooks, to trade and reference books, to complete store management systems. Budgettext<sup>®</sup> was founded in 1968, is privately held and headquartered in Fayetteville, Arkansas. For more information, visit Budgettext<sup>®</sup> at [www.budgettext.com](http://www.budgettext.com).

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