

GENIUS CUSTOMER ENGAGEMENT PLATFORM

Merchant Pro USA

(a MasterTel USA company)



The new Genius™ Customer Engagement Platform™ has the power to do what no other payments solution can do - aggregate and integrate every conceivable transaction technology, payment type and customer program – both present and future – into a single platform.

With the introduction of new technology comes a new set of challenges. Which digital wallet, loyalty/reward program, gift, and coupon providers will become the leaders? Which hardware and/or software changes will be required to keep up – are you ready? The Genius™ Customer Engagement Platform™ is a breakthrough, industry-first solution that solves the problem of how to support mobile commerce in addition to traditional cash, credit, and debit payments on the merchant countertop all from a single customer engagement device.



Genius ITX is the flagship mobile payment and program acceptance solution integrated with a merchant's point of sale (POS) system. Genius ITX is a holistic solution that provides merchants and POS developers with:

- Unlimited choice to accept all traditional payments options like credit, debit, and even soon-to-be required EMV and all emerging contactless payment options based upon NFC and QR code technology
- Integrated mobile gift, loyalty, and reward programs
- Simple, one-time POS integration
- Cloud-based software automatically updates for new capabilities
- Simplified remote management and configuration eliminates maintenance concerns
- Unified security through tokenization and point-to-point encryption (P2PE)



Genius STX is the premier mobile payment and program acceptance solution for merchants that do not have a point of sale (POS) system. Genius STX is a holistic solution that provides merchants with:

- Unlimited choice to accept all traditional payments options like credit, debit, and even soon-to-be required EMV and all emerging contactless payment options based upon NFC and QR code technology
- Integrated mobile gift, loyalty, and reward programs
- Cloud-based software automatically updates for new capabilities
- Simplified remote management and configuration eliminates maintenance concerns
- Unified security through tokenization and point-to-point encryption (P2PE)
- Enhanced customer experience to retain existing customers and attract new customers



Genius TX, a payment, loyalty and mobile marketing solution, offers merchants a convenient entry point into mobile payments and features:

- Traditional payment acceptance with an option to add NFC and EMV
- Integrated mobile payment and mobile commerce through Level Up
- Unified security through tokenization and encryption
- Enhanced customer experience to support business growth



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