



# cantaloupe

## USA Technologies Helps Kiosk Customer, Flat Out of Heels, Reach More Consumers with Aching Feet

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### Ladies' Shoes Kiosk Incorporates Customized Automated Retailing Technology by ESON Design Partnership and Cashless Payments by USA Technologies

MALVERN, Pa.--(BUSINESS WIRE)-- [USA Technologies, Inc.](#) (NASDAQ: USAT), ("USAT"), a leader of wireless, cashless payment and M2M telemetry solutions for small-ticket, self-serve retailing industries, today highlighted the launch of a new self-service kiosk for ladies' flats by its customer, [Flat Out of Heels, LLC](#) at the Hartsfield-Jackson Atlanta International Airport and the anticipated launch of their kiosks in renowned nightclubs in Miami Beach. The customized kiosk was created for Flat Out of Heels owner, Dawn Dixon, by [ESON Design Partnership](#) ("ESON") and incorporates USAT's ePort® cashless payment technology.



Flat Out of Heels CEO, Dawn Dixon, with ESON Design rollable shoe kiosk, cashless by USAT. (Photo: Flat Out of Heels)

Flat Out of Heels' rollable ballet style flats are designed for women with aching feet everywhere. The shoes can be used as an emergency flat or for everyday use, whether a business commuter, busy mom, late night party goer, traveler or a student. After selling shoes online and in select retail locations for the last two years, Flat Out of Heels' latest expansion efforts match the capabilities of self-service technology with consumers in high-traffic retail locations that value the instant gratification a kiosk can

provide.

"USAT's assistance with a cashless payment solution is one of the main reasons why we are in the kiosk business today; we needed reliable credit card capabilities that seamlessly integrated with a machine that we were essentially building from scratch," said Flat Out of Heels chief executive officer and creator, Dawn Dickson. "To help turn my vision into reality, USAT worked with ESON's development team, providing the technical interface and support necessary for customized cashless payments integration and an open-ended test environment that accommodates the entrepreneurial development cycle."

"Our rollable shoe machine has been customized with the most cutting edge automated retailing technology encased in a sleek design that is indicative of our brand," continued Dickson. "In addition to credit/debit card acceptance and remote inventory management enabled by USAT's ePort® cashless payment system, the front of our machine is equipped with a 17" high definition monitor to display our commercial or other advertising for customers and the side panels can be customized for advertising and branding campaigns."

Mike Kinrade, senior design consultant for ESON Design Partnership, commented, "We relished the transatlantic challenge of working closely with USAT personnel to seamlessly integrate the ePort credit/debit card payment system into our own current electronics platform. Through this successful relationship, ESON has designed and manufactured yet another dispensing machine that is at the cutting edge of automated retailing technology in both aesthetics and functionality."

USAT provides developers and OEMs of unattended, automated technology with simple and secure integration to USAT's [ePort Connect®](#) suite of cashless payment services. The [ePort EDGE® and G-series](#) are available with hardwired payment interfaces such as serial and pulse and include cellular wireless connectivity to USAT's network. For computer-based applications (Windows or Linux), USAT offers a Web service, [QuickConnect™](#).

According to Flat Out of Heels, it anticipates introducing 100 machines over the next twenty-four months following the premiere at the Hartsfield-Jackson Atlanta International Airport, Concourse E, and upcoming plans for the LIV Nightclub at the Fontainebleau Resort, Cameo Nightclub and Mansion Nightclub—all located in Miami Beach, Florida.

#### About ESON Design Partnership

ESON Design Partnership is an award-winning design and manufacturing company that specializes in providing unique, affordable and customized solutions for a variety of vending and point of sale products. Based in the United Kingdom, ESON's range of design customers and projects over the last fifteen years reflect their broad capabilities and creative prowess. Examples include a movement-controlled machine for Strongbow's Dark Fruits launch campaign, a sample dispensing unit for Faberge stores, Flat Out of Heels' rollable shoe kiosk and ESON's revolutionary cocktail dispensing system that creates and dispenses cocktails at the touch of a button ([www.cocktailmagic.co.uk](http://www.cocktailmagic.co.uk)). ESON also holds long term production contracts with Kraft Foods and Unilever. Visit ESON's website at [www.esondesign.com](http://www.esondesign.com).

#### About USA Technologies:

USA Technologies is a leader of wireless, cashless payment and M2M telemetry solutions for small-ticket, self-serve retailing industries. ePort Connect® is the company's flagship service platform, a PCI-compliant, end-to-end suite of cashless payment and telemetry services specially tailored to fit the needs of small ticket, self-service retailing industries. USA Technologies also provides a broad line of cashless acceptance technologies including its NFC-ready ePort® G8, ePort Mobile™ for customers on the go, and QuickConnect™, an API Web service for developers. USA Technologies has been granted 85 patents; and has agreements with Verizon, Visa, Elavon and customers such as Compass, Crane, AMI Entertainment and others. Visit the website at [www.usatech.com](http://www.usatech.com).

#### Forward-looking Statements:

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: All statements other than statements of historical fact included in this release, including without limitation the anticipated connections to our network, business strategy and the plans and objectives of USAT's management for future operations, are forward-looking statements. When used in this release, words such as "anticipate," "believe," "estimate," "expect," "intend," and similar expressions, as they relate to USAT or its management, identify forward-looking statements. Such forward-looking statements are based on the beliefs of USAT's management, as well as

assumptions made by and information currently available to the USAT's management. Actual results could differ materially from those contemplated by the forward-looking statements as a result of certain factors, including but not limited to, business, financial market and economic conditions. Readers are cautioned not to place undue reliance on these forward-looking statements. Any forward-looking statement made by us in this release speaks only as of the date of this release. Unless required by law, USAT does not undertake to release publicly any revisions to these forward-looking statements to reflect future events or circumstances or to reflect the occurrence of unanticipated events.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130711005685/en/>

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