

HOW DO YOU GO **BEYOND** TO...

- Offer customers more payment options?
- Minimize fraud and data breach risk?
- Simplify PCI DSS compliance?
- Stay up to date on payment technology?

FIRST DATA. TERMINALS AND POS SOLUTIONS.

W We put great value in the checkout experience, making it as quick and efficient as possible for our customers. These machines have tremendously helped with that.”

Controller,
Ace Mart Restaurant Supply

FIRST DATA GOING BEYOND

- +40 years in the business
- +28 product categories, hundreds of products
- \$1.4 trillion settled annually
- 53 billion transactions annually
- 2 billion online transactions

FOR MORE INFORMATION

Contact your sales representative or visit firstdata.com

beyond the transaction.SM

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Payment Acceptance

- Prepaid
- Information & Analytics
- Advanced Solutions & Innovation
- Network Solutions
- Issuing & Access Solutions

TERMINALS & POS SOLUTIONS

First Data takes you beyond with Terminals and Point-of-Sale (POS) solutions designed to support evolving customer payment preferences.



“ First Data thinks like a retailer. They listen, they work with us, and their products are helping make us more effective, more efficient and more profitable.”

Executive Vice President,
BrandsMart

GO BEYOND: POS SOLUTIONS FOR TODAY'S WORL

When it comes to processing payments at your point of sale, every merchant needs reliable, high-performance equipment for fast transactions that keep the line moving. In addition, you need built-in security to protect your business and your customers' card information. And with limited counter space, you need a compact terminal that leaves you plenty of room for displaying merchandise and serving customers.

Depending on the type of business you operate and the clientele you serve, you may have other special needs. First Data has a terminal and the related peripheral devices to serve every need – all at affordable prices.

Meet the Next Generation of **TERMINALS & POS SOLUTIONS**

Comprehensive Payment Options

All First Data FD terminals process virtually any form of payment – all major credit cards; PIN, signature and Electronic Benefits Transfer (EBT) debit cards; paper and electronic checks; and First DataSM gift and loyalty cards.*

Stronger Security

Protect your business and customers from fraud with layers of security such as chip card technology (also known as EMV), Address Verification Service and Secure Sockets Layer (SSL) encryption. In addition, all FD terminals are equipped with the First Data[®] TransArmor[®] solution that combines encryption with tokenization – providing you with an extra layer of security.

Unsurpassed Reliability

Benefit from the dependability of First Data's processing, which translates to speedier checkout, fast funding, and happier customers. Plus, with 24/7/365 service and support — including unique chargeback and interchange support — help is available whenever you need it.

Connectivity Options

If you choose to connect via the Internet using your existing broadband service, our Datawire[®] Secure Transport solution provides speed and security. Dial-up also available, with a Wi-Fi option on many First Data models.

Commitment to Innovation

Our ongoing investment in new products and industry-leading advances, like POS solutions that accept contactless and mobile payments, keeps you ahead of the competition.

*Some terminals require the addition of a peripheral device for debit, EBT, check, gift and loyalty card processing.

Please note that First Data equipment and/or software may not be compatible with another processor's systems.



POS TERMINALS



First Data™ FD100™ Terminal

Great for small- to mid-sized merchants who need full-service processing and an affordably priced terminal that can grow with their needs. Terminal and high-speed printer in one.



First Data™ FD200™ Terminal

Ideal for supermarkets and other merchants that process a large volume of checks, in addition to accepting all other payment options. Terminal, check reader and printer in one.

PAYMENT ACCEPTANCE

Credit: All major
Debit/EBT: PIN pad required
Check: Peripheral required
First Data Gift & Loyalty: Yes

Credit: All major
Debit/EBT: PIN pad required
Check: Built-in check reader/imager
First Data Gift & Loyalty: Yes

READERS

Magnetic Stripe: Three-track
Contactless: With added peripheral
EMV chip card technology now available*

Magnetic Stripe: Three-track
Contactless: With added peripheral
EMV chip card technology now available*

CONNECTIVITY

IP, dial backup, Wi-Fi version available

IP, dial backup, Wi-Fi version available

32-BIT ULTRA FAST PROCESSING POWER

RAM Standard Memory: 64 MB
Flash Memory: 32 MB

RAM Standard Memory: 64 MB
Flash Memory: 32 MB

PORTS FOR EXPANDABILITY

4 USB
1 serial
1 Ethernet
1 phone

5 USB
2 serial
1 Ethernet
2 phone

DISPLAY

Touch-screen, 128 X 64 graphic LCD

Touch-screen, 128 X 64 graphic LCD

BUILT-IN PRINTER WITH DROP-IN PAPER LOADING

Thermal, standard paper (2.25")

Combination inkjet/thermal,
standard paper (3")

*FD35 PIN pad required.



First Data™ FD300™ Terminal

Perfect for operations that need to keep track of sales for separate businesses (as many as 99) that are housed at the same location. Each business owner receives an individualized statement. Terminal and printer in one.

First Data™ FD400™ Terminal

Designed especially for merchants who accept payments on the road, those without phone lines and electrical outlets, and those paying higher rates when accepting credit cards manually or by phone. Terminal, PIN pad and printer in one.

First Data™ FD55 Terminal

Developed for the cost-conscious merchant who requires full-service processing at the lowest possible cost. Terminal and printer in one.

Credit: All major
Debit/EBT: PIN pad required
Check: Peripheral required
First Data Gift & Loyalty: Yes

Credit: All major
Debit/EBT: Built-in PIN pad
Check: Manual personal paper entry
First Data Gift & Loyalty: Yes

Credit: All major
Debit/EBT: PIN pad required
Check: Peripheral required
First Data Gift & Loyalty: Yes

Magnetic Stripe: Three-track
Contactless: With added peripheral
EMV chip card technology scheduled for 2013*

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EMV chip card technology scheduled for 2013*

Magnetic Stripe: Three-track
Contactless: With added peripheral

IP, dial backup, Wi-Fi version available

Wireless (AT&T's GPRS or Sprint's CDMA network)

IP, dial backup

RAM Standard Memory: 64 MB
Flash Memory: 32 MB

RAM Standard Memory: 64 MB
Flash Memory: 128 MB

RAM Standard Memory: 32 MB
Flash Memory: 128 MB

5 USB
2 serial
1 Ethernet
1 phone

1 USB

1 USB
2 serial
1 Ethernet
1 phone

Color touch-screen,
320X240 TFT graphics LCD

Color touch-screen,
320X240 TFT graphics LCD

128X32 graphic LCD

Thermal, standard paper (3")

Thermal, standard paper (2.25")

Thermal, standard paper (2.25")

*FD35 PIN pad required.



The First Data™ Restaurant Solution

The First Data™ Restaurant Solution replaces your cash register and payment terminal with one easy-to-use system that lets you manage every aspect of your business.

- Process guest checks, track tips and turn tables faster
- Boost sales with discounts, special meal combos and other promotions
- Improve security and prevent loss
- Eliminate paper-based tracking and other administrative tasks
- View the availability and dining status of all tables

The First Data Restaurant Solution includes all the hardware and software you need to manage every aspect of your business.

- High-performance integrated computer with a specialized software package
- 15" LCD touch-screen monitor
- Magnetic-stripe reader
- Thermal receipt printer
- Dot-matrix kitchen printer
- Lockable cash drawer



The First Data™ Retail Solution

Designed to replace a cash register, the multi-tasking First Data™ Retail Solution helps retailers process payments, manage inventory, track sales, control costs, improve customer service and better guide business decisions.

- Speed up checkout time with built-in transaction processing
- Check prices, inventory availability and stock location with ease
- Prompt cashiers regarding cross-sell and up-sell opportunities
- Track customer visits and purchase histories to offer more personalized service
- Identify sales trends in every department and category to optimize stock levels

The First Data Retail Solution includes all the hardware and software you need to manage every aspect of your business.

- Touch-screen functionality
- Real-time, customizable sales activity and inventory reports
- Retail-tested hardware for optimal performance in the most demanding locations
- Automatically generate purchase orders based on reorder points and restock levels
- Installation support, training, customer service and a four-year warranty—with no monthly maintenance fees



OTHER FIRST DATA POS SOLUTIONS



The First Data™ FD35 PIN Pad

The First Data™ FD35 device goes beyond the simple PIN pad. Customers can insert their chip card into the EMV chip card reader, tap their contactless card, or swipe a traditional card through the magnetic card reader – all without relinquishing control of their card.

This comprehensive device accepts PIN and signature debit cards, all major credit cards, gift and EBT cards, and STAR® network transactions.* In addition, the FD35 enables mobile phone payments that help merchants drive loyalty and repeat business by generating and redeeming special offers.

The FD35 features an ergonomic keypad, visual display prompts, and lights and audio cues, which simplify the payment process. It's an ideal solution for merchants who need to handle a high volume of small-ticket transactions and wish to be ready as security guidelines evolve.

Must be paired with an FD 50, FD50^{Tr}, FD100, FD100^{Tr}, FD200 or FD200^{Tr} terminal.

Mobile Card Acceptance with Pogo>™

Whether you sell your product at trade shows or stadiums, give in-home fashion or home décor parties, or move from place to place delivering goods or providing service, the free Pogo> app and card reader enable you to accept payments by credit or debit card using your Android, iPhone®, iPad® or iPod touch®. It's easy to apply online – just visit pogopayment.com.



- **Secure:** Encrypts card data instantly upon swipe to thwart fraud
- **Durable, reliable hardware:** Won't swivel, not prone to breakage
- **Fast bank account funding:** In some instances, by the next day
- **No contract, no cancellation fee**
- **Support online, via email and chat**
- **Online account management tool:** Monitor your funds and transactions, set up alerts, and view helpful user guides, videos and FAQs

Also available for on-the-go merchants

First Data Mobile Pay™: Two versions: The app version includes a handy encrypting card reader that plugs into your smart device; and the web-based version that allows you to key in transactions

VeriFone® PAYware Mobile: Slip your iPhone into a special sleeve and you're ready to wirelessly swipe your customer's card, capture a signature, electronically transmit the payment and email your customer a receipt.

First Data Global Gateway™ Virtual Terminal

Turns any PC into a POS device without installing software.

- **Customer and merchant convenience:** quickly process credit cards, PIN-secured ATM/debit cards, electronic checks and gift cards.
- **Security:** 128-bit Secure Sockets Layer (SSL) encryption and fraud protection tools.
- **Affordability and reliability:** eliminates software installation upgrades and systems maintenance, plus includes online support.
- **Flexibility:** Enable merchant online commerce, including online purchases, key entry at the POS or back office, and payments by phone.

ICVERIFY® Software

PC-based credit, debit and purchasing card software; a cost-effective alternative to traditional POS equipment.

- **Reduces processing costs:** a one-time fee for licensing instead of recurring per-click fees. Also eliminates terminal hardware expenses.
- **Top-quality security and data encryption:** certified as meeting the latest requirements for PA-DSS (Payment Application Data Security Standard).
- **Application versatility:** Integrates with existing POS software and can network multiple installations to form a multi-station terminal.

First Data™ Global Leasing

For merchants who wish to avoid a large up-front capital investment, we offer flexible leasing options with affordable monthly payments.

First Data™ Retail ATM

The comprehensive First Data™ Retail ATM Program makes it easy for merchants to offer automated teller services by delivering processing, equipment, installation, training, maintenance, reporting and service.