

Terminals and POS Solutions



Solutions tailored to your business.
From the company that understands
your payment acceptance needs.

Unique businesses. Unique customers. One best choice in POS solutions.



→ First Data. A worldwide leader in payment processing.

You've built your business around the unique demands of your customers. So the demands of your business are unique too, including your needs for payment processing equipment and services.

That's why your best choice for POS solutions is always First Data. We know payment processing, and we know your business. We process more than 30 billion transactions a year, and we serve more than 5.3 million merchant locations like yours.

Businesses like you trust us for solutions that provide:

- Processing for credit/debit/EBT/gift/loyalty cards and checks
- Ultra-fast processors and communications hardware
- High-speed, built-in printers that streamline sales
- Wi-Fi, IP and dial-up connectivity
- Intuitive touch-screen interfaces
- TeleCheck Electronic Check Acceptance® (ECA®)
- Quick software downloads, so your solutions can grow with your business and you're always up-to-date on the latest processing technology
- Unbeatable service and support
- Competitive pricing

Whatever your business, whoever your customers, whenever you need us—First Data POS solutions are always your best choice.



First Data™ FD50 Terminal

A simple, affordable, reliable terminal that allows your customers to choose virtually every payment type quickly and securely.

"I don't need a lot of bells and whistles—just a **fast, reliable** terminal I can afford."



Features and Benefits

- **The choices your customers demand**—credit/debit/EBT transactions and check payments
- **Fraud protection**—Secure Sockets Layer (SSL) encryption, truncated receipts and other security features
- **Qualify for low transaction rates**—with Address Verification Service
- **Quick transactions and downloads**—IP connectivity (dial backup) with true 32-bit processing
- **Easy to use**—plus simple installation and complete support
- **Fewer steps, faster transactions**—with durable, screen-accessible hot keys
- **Conserves counter space**—compact design with integrated printer
- **Grows with your business**—expandable with three USB ports, one serial port
- **Advanced technology**—supports contactless payments with the FD-30 PIN pad or the FD-20 contactless reader

Ideal for low- to mid-volume businesses that need full-service processing at the lowest possible price.

- **Convenience Stores**
- **Retailers**
- **Dry Cleaners**
- **Drug Stores**
- **Liquor Stores**
- **Restaurants (including QSRs)**
- **Parking Facilities**

First Data™ FD100 Terminal

Combines performance, security, reliability, affordability and ease of use—plus adaptability when your processing needs change—at a competitive price.

"My business is growing fast. I want a terminal that can **grow with me.**"



Features and Benefits

All the processing power and convenience of the FD50, plus:

- **Faster checkout times**—with optional Wi-Fi model
- **Customer-friendly**—large, easy-to-use touch screen, dedicated function keys
- **Flexibility and higher transaction counts**—64 MB RAM standard memory
- **Expandability**—four USB ports, two serial ports
- **Fast, easy-to-read receipts**—prints 3-inch-wide receipts at 15 lines per second
- **Access to international customers**—optional Dynamic Currency Conversion (DCC) service

The best choice for growing mid-volume businesses as they adapt to increased needs.

- **Restaurants (including QSRs)**
- **Bars and Clubs**
- **Convenience Stores**
- **Retailers**
- **Dry Cleaners**
- **Drug Stores**
- **Liquor Stores**
- **Parking Facilities**





First Data™ FD200 Terminal

A compact, all-in-one solution—terminal, check reader/imager, dual built-in printers—that processes checks and all types of payment cards quickly, easily and securely.

“I need to accept my customers’ checks—just like I need to take credit and debit cards—but I can’t afford the risk of accepting bad checks.”



Perfect for any business that processes lots of checks, as well as other payment options.

- Supermarkets
- Travel Agencies
- Professional Services
- Mail/Telephone Order
- Retailers
- Drug Stores
- Automotive
- Dry Cleaners
- Sports and Fitness Clubs

Features and Benefits

The speed and convenience of the FD100, plus:

- **Faster, safer, more economical check acceptance**—built-in check reader/imager and 32-bit ARM9 CPU support TeleCheck Electronic Check Acceptance® (ECA®) service
- **Protects against bad checks**—automatically screens databases, including 95% of all U.S. retail check writers
- **Saves time and expense**—of taking paper checks to the bank
- **Saves space and cuts the cost of ink**—thermal printer for receipts, inkjet printer for check voids

First Data™ FD300 Terminal

The latest in payment processing technology—including simultaneous, single-terminal support for multiple merchants and payment types.



“Each of our stylists operates their own business. But we only need **one terminal**—the FD300.”



Features and Benefits

All the processing power, convenience and speed of First Data’s top-performing terminals, plus:

- **Supports up to 99 individual merchants**—each with a unique identifier, from a single terminal
- **Easy to use**—100% touch-screen convenience with large color display includes a built-in training demo
- **Flexible and expandable**—four USB ports, two serial ports, phone and modem ports

The all-in-one terminal solution for locations with multiple “businesses” or “merchants.”

- Beauty Salons
- Nail Salons
- Barber Shops
- Medical Practices
- Legal Firms
- Accounting Firms
- Automotive



First Data™ FD400 Wireless Terminal

The lightweight, hand-held solution that lets mobile merchants accept payments at the point of sale—wherever the sale takes place. One wireless device that does the work of three: terminal, printer and Payment Card Industry PIN Entry Device (PCI PED)-approved, MasterCard® PTS-certified PIN pad.

"My business is on the road. The FD400 lets me accept payments **wherever** I am."



The terminal of choice for on-the-go businesses.

- Home and Repair Services
- Pizza Parlors and Restaurants that deliver
- Limousines and Taxis
- Towing Services
- Outdoor Entertainment (stadiums, arenas, golf, tennis)
- Special and Charity Events

Features and Benefits

- **Customers choose the payment option they prefer**—credit, debit, gift or loyalty cards, even checks—anytime, anywhere
- **Low card-present rates and reduced chargeback risks**—even on the road. When there's no wireless signal, "Store and Forward" capability provides the same card-present rates
- **Save time and money**—no extra phone lines or electrical connections; download data and transmit batch reports anywhere
- **Connect anywhere**—3G technology for broad wireless network coverage
- **Added mobility**—long-life battery, optional car charger and carrying case

First Data Point-of-Sale Peripherals

Enhance your customers' payment experience—make PIN-based payments, initiate their own transactions, make contactless payments—with sophisticated technology that complies with the latest Payment Card Industry requirements for security and fraud protection.



"More and more of my customers use those new contactless cards. I have to be prepared to give them the **quick checkouts** they want."



First Data™ FD-30 PIN Pad

Offer your customers faster, more flexible payment options with this unique, all-inclusive peripheral that enables you to accept multiple types of cardholder-initiated transactions: PIN-based debit, traditional card swipe and new contactless payments.

First Data™ FD-20 Contactless Reader

Clear your checkout lane quickly and enhance your customers' shopping experience by enabling them to pay with the wave of a contactless card, key fob or other specially equipped device.

First Data™ FD-10C PIN Pad

All the advantages of the FD-10 PIN pad, plus an integrated card reader for added security and convenience.

First Data™ FD-10 PIN Pad

Adds the convenience of PIN-secured debit payment to most POS terminals and electronic cash registers—and it fits in the palm of your customer's hand.



First Data Point-of-Sale Terminals at a Glance

There’s one that’s perfect for the way you do business.

	FD50	FD100	FD200	FD300	FD400
Verifies and processes credit/debit/EBT transactions and check payments	X ¹	X ¹	X ²	X ³	X
IP connectivity with dial backup	X	X	X	X	wireless cellular connectivity only
Wi-Fi connectivity		optional ⁴	optional ⁴	optional ⁴	
Supports 3G mobile technologies					X
Three-track magnetic-stripe reader	2-track	X	X	X	X
Support for contactless payments (with additional peripheral)	X	X	X	X	
32-bit ultra-fast processor	X	X	X	X	X
Standard memory	16 MB SDRAM	32 MB SDRAM	32 MB SDRAM	32 MB SDRAM	32 MB SDRAM
	16 MB Flash	32 MB Flash	32 MB Flash	32 MB Flash	32 MB Flash
USB ports	3	4	4	4	1
Serial ports	1	2	2	2	0
Phone port		1	1	1	
Modem port	1	1	1	1	
Touch-screen display	No	LCD with 128 x 64 graphics	LCD with 128 x 64 graphics	1/4 VGA color 320 x 240 graphics	2.5" color 320 x 240 graphics
Address Verification Service	X	X	X	X	X
Secure Sockets Layer (SSL) encryption	X	X	X	X	
Wireless Transport Layer Security (WTLS) encryption					X
Integrated printer(s)	2.25"-wide thermal roll	3"-wide thermal roll	3"-wide thermal roll inkjet defacement for voiding checks	3"-wide thermal roll	2.25"-wide thermal roll
Quick, hassle-free, drop-in paper loading	X	X	X	X	X
Compact design	X	X	X	X	X
Complete support and easy installation	X	X	X	X	X

¹Processes debit, EBT and check transactions with additional peripherals.

²Processes debit and EBT transactions with additional peripherals.

³Processes debit transactions with additional peripheral (not EBT or checks).

⁴Wi-Fi terminals are separate products. Wi-Fi supports only the WPA-PSK Security Mode with the TKIP Encryption Mode. Your routers must support this configuration in order to use these terminals on your wireless LAN.

The FD terminals may not be compatible with another processor's system. In the event you elect to use another processing service provider, you may not be able to use this equipment with their service.



First Data™ POS Solutions

Affordable, all-in-one POS systems that let smaller retail stores or restaurants manage every aspect of their business “just like the big guys”—without paying like the big guys.

First Data™ Retail Solution

Process payments, manage inventory, track sales, control costs, improve customer service—and make better-informed business decisions, too.



“With this system, I’m spending less time in the back office and **more time serving my customers.**”

First Data™ Restaurant Solution

Helps independent restaurateurs serve diners quickly and efficiently—and manage finances, sales, menu and personnel at the same time.



“It’s improved the way I manage my money, menus, employees—and my customers’ **dining experience.** I never thought I could afford such a great system.”



Ideal for small to mid-size independent retailers.

- **Liquor Stores**
- **Convenience Stores**
- **Tobacco Stores**
- **Car Washes**
- **General/Specialty Retail**

Features and Benefits

- **Fast checkout times and increased customer satisfaction**—with built-in transaction processing and touch-screen convenience
- **Streamline store management**—eliminate time-consuming, paper-based tracking. Check prices and inventory with ease. Minimize theft and shrinkage. Generate real-time sales and inventory reports or purchase orders based on reorder points and restock levels
- **Boost store traffic and sales**—screen prompts cashiers to cross-sell and up-sell. System tracks customer visits and purchase histories to offer more personalized service and custom sale programs
- **Retail-tested hardware**—for dependable performance in the most demanding locations, plus installation support, training, customer service and a three-year warranty—with no monthly maintenance fees

Features and Benefits

- **Improves customer service to turn tables faster and build profits**—built-in payment processing and simple touch-screen functionality speed guest-check processing
- **Automates order management for profit-building accuracy**—with printed kitchen tickets, add-ons and guest checks
- **Makes purchasing and menu-planning smarter**—by tracking sales and ordering patterns by menu item
- **Enables you to create, revise and customize menus or pricing**—with automated menu management
- **Simplifies staff management**—quick, accurate settlement with end-of-shift server reports for each employee on each shift, plus intelligent data from a variety of reports on payroll hours, voids, daily sales and more

Designed especially for one- or two-location restaurants.

- **Fine Dining**
- **Quick-Service or Fast Casual**
- **Bars and Nightclubs**
- **Restaurants within larger businesses (golf courses, wineries, concession stands)**
- **Coffee Shops**
- **Pizzerias**



First DataSM Global Gateway Virtual Terminal

Turns any Internet-connected PC into a POS device without installing software. Just log in to start accepting payments and processing transactions from almost anywhere.



"It's simple, quick and secure
—and there was no hardware or
software to buy."

The simple payment processing solution, for small businesses, that processes card or check payments.

- Retail Point of Sale
- Mail Order
- Telephone Order

Features and Benefits

- **Customer and merchant convenience**—quickly accepts and processes credit cards, PIN-secured ATM/debit cards, electronic checks and gift cards. Supports up to 200-item product catalog. Completes transactions and end-of-day closeouts from any Internet-connected PC
- **Flexibility**—grant transaction capability to any number of users. Generate automatic tax calculations, custom receipts and online reports. Schedule recurring billing
- **Security**—128-bit Secure Sockets Layer (SSL) encryption. Fraud protection tools. We securely maintain all cardholder data
- **Affordability and reliability**—eliminates software installations, upgrades and system maintenance, plus includes online support

First Data[®] Payment Software for Windows[®]

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



"This software works with my existing PCs,
and it networks them together so I can reconcile
from one place at the end of the day."

Features and Benefits

- **Reduces processing costs**—one-time fee for licensing instead of recurring "per click" fees. Eliminates stand-alone terminals
- **Saves time for merchants and consumers**—quickly accepts and processes credit cards, PIN-secured ATM/debit cards, electronic checks and gift cards. Recurring and installment transaction billing. Easy end-of-day closeouts
- **Corporate purchasing capability**—supports Visa[®], MasterCard[®] and American Express[®] corporate purchasing-card transactions
- **Top-quality security and data encryption**—with Payment Application Best Practices (PABP) validated by Visa
- **Application versatility**—integrates with existing POS software. Networks multiple installations to form a multi-station terminal. Archives transaction history for up to nine years for more comprehensive reporting

The low-cost choice for a single PC with one merchant account—or multiple PCs using multiple accounts—for a secure, scalable, cost-effective payment solution.

Card-Not-Present Businesses

- Catalog Businesses
- Call Centers
- Home-Based Businesses
- Field Sales

Card-Present Businesses

- Retail Stores that use PCs
- Travel/Insurance Agencies
- Ticket Booths
- Service-Oriented Businesses
- Medical Offices
- Flea Markets/Trade Shows

For more information, contact
your First Data Sales Representative
or visit **firstdata.com**.

