

The Challenge:

As new payment methods continue to emerge, customers want full flexibility, speedy transactions and protection from fraud when paying for purchases. Further, with limited counter space, merchants need a compact terminal that can handle everything—credit, debit, gift cards, checks, electronic benefits transfer and even loyalty programs. Despite the complexities, cost-conscious merchants operating in this difficult economy are looking for affordable solutions to their point-of-sale needs.

The Solution:

The First Data™ FD55 terminal is an economical point-of-sale terminal that enables merchants to accept virtually every payment option—PIN-secured* and signature debit, Visa®, MasterCard®, American Express®, Discover®, Diners Club International® and JCB®, plus EBT (electronic benefits transfer)*, First Data gift and loyalty cards.

This space-saving device is compatible with many standard peripheral devices, including the FD-10 PIN pad, PP1000SE and PP1000SE with contactless capabilities. With the addition of optional equipment, the FD55 terminal can also accept paper or electronic checks.

The FD55 terminal has the latest fraud detection and prevention technologies built right in to keep your customers safe and your business compliant with industry guidelines.



Here's How it Works:

If you choose to connect via your existing Broadband Internet service, our Datawire Secure Transport solution provides speed and security, and may even save you money over dial-up or other options. Optional dial backup is also supported in the event that Internet connectivity is temporarily unavailable (analog phone line required).

At a speed of 18 lines per second, the device's built-in printer powers through text for fast checkouts. It's built for jam-free operation, and it's a snap to reload—just open the cover and drop in the standard-sized paper roll.

Installation is simple, taking just minutes per terminal. Operating the FD55 terminal is just as effortless, with intuitive buttons to guide you as customers offer different methods of payment. No matter what the lighting situation is in your workplace, the large, bright display makes the device easy to read.

Benefits

For Your Business

- » Accept all payment options (credit, debit, gift, EBT, loyalty, check)
- » Save counter space
- » Keep equipment costs low
- » Simplify compliance with payment card industry regulations
- » Fast downloads via Internet protocol (IP) with dial backup
- » Easy, intuitive installation and operation
- » Expands with your needs

For Your Customers

- » Lets them choose the payment method they prefer
- » Fast transactions shorten wait times

Industries Served

- » Retailers
- » Convenience Stores
- » Mail order/telephone order
- » Restaurants
- » Quick-service restaurants

Features

- » IP capability with dial as connectivity backup
- » Sturdy, compact construction (3.6" wide, 2.9" high, 8.4" long)
- » Compatibility—First Data FD-10 PIN pad, VeriFone PINPad 1000SE and VeriFone PINPad 1000SE with contactless reader
- » Security—Secure Sockets Layer (SSL) encryption; MasterCard PTS-certified; CVV2/CVC2/CID verification for card-not-present situations
- » LCD display—128 X 64
- » Thermal Receipt Printer—18 lines per second, virtually jam-free, standard paper
- » ARM11, 32-bit CPU core, 400 MHz
- » Three-track magnetic stripe reader
- » 16-button keypad
- » Memory—128MB Flash/32MB SDRAM
- » One USB port
- » Large batch capacity

For more information, please contact Data Genesis at 855-295-8500 or e-mail info@datagenesis.com.