



# First Data™ FD300 Single-Merchant Terminal



[www.datagenesis.com](http://www.datagenesis.com)

## The Challenge:

Feature-rich point-of-sale (POS) solutions are becoming more critical. Without an advanced solution that offers multiple payment options and fast transaction times, long lines can translate into less than satisfied customers and lost sales. Entry-level terminals may not offer speed, upgraded performance, scalability and ease of use. In many cases, the most advanced terminals may be a more economical choice because of added value features and time saved during checkout.

## The Solution:

The First Data™ FD300 single-merchant terminal is an ideal solution for merchants who require the latest payment processing technology. This top-of-the-line terminal delivers superior performance, reliability, expandability, ease of use and advanced security tools. It offers true 32-bit processing, a color VGA touch screen display, 64MB of combined memory, USB expansion ports, WiFi (optional) and a fast, integrated 3" wide thermal printer. This unit is among the most technologically advanced POS terminals in the industry today.

A large color touch screen offers an intuitive interface that helps reduce training time and errors. Internet Protocol (IP) connectivity, with dial-up as backup, reduces transaction time to a few seconds. It is peripheral ready and features "one-touch" capability for everyday functions.

Its proven Microsoft® Windows® CE operating system supports today's multi-tasking applications, offers terminal diagnostics and is expandable for tomorrow's changing payment landscape, technologies and services.

The FD300 single-merchant terminal is the choice for the merchant who requires an advanced and reliable POS terminal.

## Here's How It Works:

On screen, easy-to-follow prompts guide the initial setup. In just a few minutes, a merchant is ready to use the FD300 single-merchant terminal to accept credit cards (including Visa®, MasterCard®/Diners Club®, American Express® and Discover®) and, through peripheral products, PIN and signature debit cards, Electronic Benefits Transfer (EBT) and gift cards. The latest in contactless payments, traditional paper checks and electronic checks (through the TeleCheck Electronic Check Acceptance® service) are also processed quickly and reliably. Transactions are menu driven and touch-screen actuated. Customer receipts show only the last four digits of the card number as a protection against fraud and identity theft.

## Industries Served:

- Quick Service Restaurants
- Restaurants
- Convenience Stores
- Liquor Stores
- Dry Cleaners
- Retail
- Drug Stores
- Parking Garages
- Bars and Clubs
- Direct Marketing (MOTO)
- Electronic Commerce
- Cash Advance

## Help Your Business:

- Complete transactions and generate receipts quickly for all major credit, debit and gift cards, plus checks
- Improve customer service
- Low maintenance requirements
- Adapt to future payment systems

## Help Your Customers:

- Spend less time waiting at checkout
- Protect identity and reduce fraud with security protection tools

## Features:

- Large, easy-to-use color touch screen display
- Windows CE operating system
- Fast downloads via IP with dial-up as back up
- Built-in 3"-wide thermal printer
- Multi-language capability
- Accepts virtually all payment options
- Complete diagnostics for support and installation
- 32MB Flash / 32MB SDRAM memory
- Five USB ports, two serial ports, phone and modem ports for current connectivity and future expansion
- High quality manufacturing design for durability
- WiFi enabled (optional)

For more information, please contact Data Genesis at 855-295-8500 or e-mail [info@datagenesis.com](mailto:info@datagenesis.com).