



# VeriFone® VX® 570 POS Terminal



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

## The Challenge:

In today's fast paced retail environment, merchants require point-of-sale (POS) solutions that leverage today's full suite of payment options, while also being flexible and expandable for future functionality. They also want to offer decreased transaction and customer wait times. More and more, that means high-speed Internet-based solutions.

## The Solution:

The VeriFone® VX® 570 terminal combines state-of-the-art processing speed, the flexibility and choice of connection options, and the ability to load and utilize custom, industry-specific applications.

The terminal allows the option to process payments through either a dial-up or a broadband connection. Merchants with broadband service (DSL or cable) can immediately begin using high-speed connections for processing, or add the broadband connection later, without having to switch terminals.

Unlike most other terminals, the VX570 can be customized with industry-specific applications, such as settlement and server reporting for restaurants, purchase card options for retailers, specialized features for Quick Service Restaurants (QSRs) and more.

As the payment landscape evolves, the VX570 terminal is designed to grow with your business, adapting to your changing payment acceptance requirements.

## Here's How It Works:

A large, highly readable, ATM-style backlit display offers black lettering and graphics on a white background. This makes terminal setup quick and facilitates easy employee training and use. Personal Identification Number (PIN) entry by the customer is intuitive. The built-in thermal printer creates customer receipts quickly, helping to speed the transaction process.

Its powerful processor quickly handles a range of transactions, including most major credit cards (Visa®, American Express®, MasterCard®/Diners Club® and Discover®) plus PIN and signature debit transactions, gift cards, Electronic Benefits Transfer (EBT) and check authorization, with peripheral products. It also supports value-added services such as returns and exchanges.

Its light weight and small footprint make it ideal for small space requirements and easy to hand over to customers for transactions on the built-in PIN pad.

## Industries Served:

- Quick Service Restaurants
- Retailers
- Restaurants
- Grocery Stores
- Petroleum and Convenience Stores
- Automotive
- Household Trades
- Direct Marketing (MOTO)

## Help Your Business:

- Quickly process all major credit, debit and gift cards, plus EBT and check authorizations, with peripheral products
- Offer fast transactions and receipt generation to improve customer service
- Process more transactions in less time
- Build customer preference and loyalty
- Remain adaptable for future functionality

## Help Your Customers:

- Faster acceptance and check out
- Shorter wait time
- Increased customer satisfaction
- Secure payment systems

## Features:

- Powerful processor for greater transaction speed
- Intuitive, easy-to-read interface and display
- Bold menu prompts and ergonomic keys
- Choice of connection type
- Payment Card Industry PIN Entry Device (PCI PED) approved
- Settlement and server reporting for restaurants
- Purchase card options for retailers
- Specialized features for QSRs
- Thermal printer with drop-in paper loading
- Triple track card reader for improved first pass read rate
- Locking power cord for prevention of disconnects
- End-to-end Secure Sockets Layer (SSL) security protocols

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