



First Data™ FD300 Terminal



www.firstdata.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 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 ¼ Color VGA touch screen display, 64MB of combined memory, USB expansion ports, is Wi-Fi enabled (optional) and has 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 back up - 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 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 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® (ECA®) 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.



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

- 32 MB Flash / 32 MB SDRAM memory
- 5 USB ports, 2 serial ports, phone and modem ports for current connectivity and future expansion
- High quality manufacturing design for durability
- Wi-Fi enabled (optional)

A Name You Can Trust:

We've been working with financial institutions and merchants for years, increasing our understanding of what you need to grow your business. We're a leader in payment processing solutions, serving over 4.6 million merchant locations. Put our expertise to work for you. Whatever your need, First Data stands ready to help.

For more information, please contact your sales representative.