

First Data™ FD50^{Ti} Terminal

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™ FD50^{Ti} 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 First Data gift and loyalty cards.

This space-saving device is solidly built for years of service, and is compatible with many standard peripheral devices, including First Data's FD-10, FD-10C and FD-30 PIN pads. With the addition of optional equipment, the FD50^{Ti} can also accept contactless payments, electronic benefits transfer, and paper or electronic checks.

The FD50^{Ti} terminal has the latest fraud detection and prevention technologies built right in to keep



your customers safe and your business compliant with industry guidelines. First Data's new TransArmor® solution offers a layer of protection previously unavailable anywhere on the market. This innovation combines encryption with tokenization, which completely removes card information from your environment so it cannot be used for fraud.

Here's How it Works

The FD50^{Ti} reliably processes transactions through an Internet Protocol (IP) or dial-up connection. At a speed of 15 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 FD50^{Ti} 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-up 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
- The First Data™ TransArmor® solution keeps them safe from fraud

Industries Served

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

Features

- Connectivity—IP with dial-up backup
- Sturdy, compact construction (7.8" long, 3.7" wide, 3.5")
- Compatibility—PIN pads: First Data FD-10, FD-10C, FD-30 and others; Contactless readers: First Data FD-30 and others
- 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—15 lines per second, virtually jam-free, standard paper
- ARM9, 32-bit CPU core, 400 MHz
- Two-track magnetic stripe reader
- 16-button keypad
- Memory—32MB Flash/64MB SDRAM
- Three USB ports
- Large batch capacity
- Dynamic Currency Conversion for merchants serving international customers
- Options—Electronic commerce indicator, recurring payments for credit

A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

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