



The Challenge:

When choosing a point-of-sale (POS) terminal for a new business, affordability, reliability, and functionality are all important features to consider. Merchants want a terminal that has the capability to accept today's electronic payment options and is configured to support future advancements in payment technology. Finding a reliable terminal that allows a merchant to control costs while also keeping pace with the changing needs of their business is often a difficult challenge.

The Solution:

The First Data™ FD50 terminal is an affordable POS terminal that features solid design and construction, easy operation and state-of-the-art security. It is compatible with many standard peripheral devices and has a highly flexible design that is well-equipped to support future payment options that help maintain its value for many years.

Here's How It Works:

The FD50 terminal allows a merchant to accept virtually every payment option, including PIN-secured and signature debit cards, credit cards such as Visa®, MasterCard®/Diners Club®, American Express®, Discover®, JCB®, and gift cards. With the addition of optional peripheral equipment, the FD50 terminal can also accept contactless payments, electronic benefits transfer (EBT), and checks using TeleCheck Electronic Check Acceptance® (ECA®) or paper solutions.

Installation is simple and takes just a few minutes per terminal. The FD50 terminal reliably processes transactions through an Internet Protocol (IP) or dial-up connection. It helps protect customers from fraud and identity theft by truncating customer receipts, showing only the last four digits of the card number.

Industries Served:

- Retailers
- Automotive
- Petroleum and Convenience Stores
- Mail/Telephone Order



Help Your Business:

- Accept virtually all payment options including debit, gift, and credit cards
- Control costs with a combination terminal and printer
- Speed up transactions with IP connectivity
- Space-saving, cost-saving device

Help Your Customers:

- Faster transactions and a quick printer that speeds through text, bar codes and graphics shorten customer wait times
- Improved customer fraud protection through truncated receipts and other features
- Settle with their preferred payment type

Features:

- Verification and processing capabilities for ATM, debit, EBT transactions and check payments
- IP connectivity with dial backup
- Compact, small footprint design
- Three-track magnetic stripe reader
- Support for contactless payments
- 32 MB RAM standard memory
- 3 USB ports and 1 serial port for peripherals and future expandability

- Address verification service
- Complete support and easy installation
- Integrated 2.25" wide thermal roll printer
- Six durable screen-accessible keys
- Secure Sockets Layer (SSL) encryption
- Quick, hassle-free drop-in paper-loading

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 4.65 million merchant locations. Put our expertise to work for you. Whatever you need, First Data stands ready to help.

For more information, please contact your sales representative.