

First Data[®] FD40 PIN Pad and Consumer-Facing Device



Protect Your Business. Protect Your Customers.

Switch today and secure tomorrow.

Card and fraud protection is a rapidly advancing field. With the total cost of fraud in the U.S. estimated at \$8.6 billion per year, businesses are migrating to the upgraded, microchip technology that significantly increases the security of card and banking information. Also known as Europay, MasterCard, Visa (EMV), these chip-embedded cards validate payment information through a smart reader that speaks to banking accounts throughout the transaction, while also creating a unique map with each purchase and flags unusual activity, adding an additional layer of security. EMV provides not only prevents the use of counterfeit, lost or stolen cards, but it also reduces 'skimming', a form of theft when a counterfeit pin pad device is used to hack customer data.

Welcome to Convenience. The FD40 Advantage.

This comprehensive payment device accepts PIN and signature debit cards, all major credit cards and STAR[®] Network transactions. Using it is easy. Customers simply insert their chip card into the EMV card reader or swipe a traditional card through the magnetic card reader – all while customers maintain possession.

Straightforward and User-Friendly

The F40 device simplifies the payment process. With an ergonomic keypad, visual display prompts, lights and audio cues, it's easy-to-operate, making it an ideal solution for merchants who need to handle a high volume of small-ticket transactions.

FD40 PIN Pad combines magnetic swiping, EMV and PIN entry into a small "hand held" peripheral that can connect into a multitude of devices including "PC-based" POS systems and traditional electronic cash registers.

The future is here

EMV has now arrived in the U.S. and is increasing becoming common. Soon, new security guidelines coupled with the benefits of EMV will mean that most merchants will have switched to chip readers — and those who haven't may risk exposure to fraud losses. Let First Data help you prepare for EMV payments and processing today.

First Data® FD40 PIN Pad and Consumer-Facing Device

Hand-held, Smart and Handy; The FD40, At-a-Glance:

- Power SAIO^{SE} Global Secure platform running Window CE 6.0 with multi-application support
- PCI PTS 3.1 certified for Secure PIN entry
- Secure Read and Exchange of Data (SRED) supported
- Global Security Compliant design meets APCA, GBIC, and CC requirements
- Integrated magnetic stripe and chip card reader

Industries Served:

- Quick-service restaurants
- Convenience stores
- Retail and specialty shops
- Local and small-chain grocers

Good for Business:

- Optional privacy shield allows your customers to enter their PIN number confidentially
- Protect your customers through multiple layers of security
- Meet current and future compliance requirements
- Increase customer satisfaction with speedy checkout times
- Process more purchases in high-volume merchant environments

Good for Customers:

- They'll maintain control of the payment process by keeping their card in hand
- Alleviate concerns about unauthorized purchases
- PIN or signature, they'll be able to pay by method-of-choice
- Fast checkout lines means happy customers
- Easy-to-follow visual and audio prompts simplify the process and keeps them informed

Not Just Another Smart Device:

- Accepts PIN-secured and signature debit cards, all major credit cards, STAR[®] Network transactions
- Accepts chip-and-PIN-enabled cards and magnetic stripe cards
- PCI-PED approved device

- Protected by advanced technologies, including chip-and-PIN (aka EMV) technology and the First Data TransArmor[®] solution
- Open payments software that is innovation-agnostic as new payment types emerge
- Does not require a separate power supply
- Interactive payment process with lights and audio cue
- Optional swivel stand available for convenient counter mounting - easy access for both customer and merchant

Specs:

- CPU
 - 32-bit RISC ARM9 (400Mhz)
- OS
 - WinCE 6.0 Core
- Memory
 - 128MB Flash/64MB SDRAM
- Display
 - 2.5" 320x240 color TFT with touch
- Security
 - Algorithm: DES, 3DES, AES, RSA FPE (AES FFX)
 - Key Management: MK/SK, DUKPT
 - SSL support
 - Secure Code Update Architecture
- Certifications
 - PCI PTS 3.1
 - EMV 4.3 L1 & L2 approval
- MSR
 - ISO 7811 compliant 3-track MSR
- Smartcard Reader
 - ISO7816 1/2/3 compliant Asynchronous card protocol T=0, T=1 and SLE4442 Memory Card (1.8V/3V/5V)
- Communication Options
 - USB (comes with the device)
- Power
 - 5VDC 2.5W max



MerchantPro Express
88 Froehlich Farm Blvd, Woodbury, NY 11797
1.888.333.1374 • www.merchantproexpress.com

For more information, contact your Business Consultant or visit FirstData.com.

*This version of FD40 is for merchants who do not require a contactless solution