First Data™ FD-30 PIN Pad

Offer your customers faster, more flexible payment options with this all-inclusive peripheral that allows you to accept multiple types of cardholder-initiated transactions: PIN-based debit, traditional card swipe and new contactless payments.

The Challenge

Concerned over security and pressed for time, a growing number of consumers want to stay in control of their card during a payment transaction. In addition, contactless payment methods are on the rise. Merchants are now at the center of these emerging trends. In order to meet consumer demand, they need to be able to allow multiple types of cardholder-initiated payment transactions at the point of sale.

The Solution

The FD-30 PIN pad supports PIN-based debit transactions, traditional card swipes and contactless tap-and-go transactions, allowing merchants to offer their customers the full range of cardholder-initiated payment technologies. With the FD-30, customers can safely and easily initiate and process their own transaction. They remain in control of their card as they complete their purchase.

Here's How It Works

Designed for speed and convenience, the FD-30 combines contactless reader technology, a traditional magnetic-stripe reader and a PIN pad in one compact unit. The device is able to accept PIN-secured and signature debit cards, credit cards (including Visa®, MasterCard®/Diners Club®, Discover® Network, American Express® and JCB®), EBT, gift cards and a wide variety of contactless cards, key fobs and mobile payment supported devices. The FD-30 offers customers a fast and secure way to make purchases using their preferred card payment method. User-friendly features include an ergonomic keypad, visual display prompts, lights and audio cues, which simplify the payment process to reduce checkout times. It's an ideal payment solution for merchants who handle a high volume of small-ticket transactions.

Industries Served

Suited for all retail environments, especially:

→ Quick-service restaurants
→ Convenience stores
→ Retail/specialty shops
→ Grocers

FD-30 PIN Pad

Help Your Business

→ Speed up transactions
→ Process more purchases in high-volume merchant environments
→ Win repeat business by offering fast, convenient and secure self-payment methods
→ Increase store traffic through reduced checkout times
→ Position yourself as a market leader providing cutting-edge transaction technology

Help Your Customers

→ Feel secure and in control of the payment process
→ Make fast transactions, using the payment method of their choice
→ Stay informed throughout the payment process through easy-to-follow visual and audio prompts
→ Spend less time waiting in line

Self-Payment Fast Facts

→ Consumers are looking for a more convenient shopping experience[1]
→ MasterCard alone has issued over 50 million contactless cards/devices as of the end of 2008[2]
→ By 2011, U.S. contactless transactions are expected to top 2.2 billion[2]
→ On average, contactless cards can reduce a customer's checkout time by 30 to 40 percent over other traditional payment types[3]

Features

→ Accepts all credit, debit and gift contactless cards, key fobs and other form factors including POS-enabled mobile devices
→ Accepts traditional magnetic-stripe cards
→ PCI-PED approved device
→ Field-upgradable to accept new payment types and enhancements as they become available
→ Easy USB and RS232 connectivity to First Data certified terminals
→ Does not require a separate power supply
→ Interactive payment process with lights and audio cue

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 First Data Sales Representative or visit firstdata.com.

[1] Source: First Data "Mobile Commerce and the M-Wallet: A Market Brief." 2007.
[2] Source: ContactlessNews.com, 2009.
[3] Source: Smart Card Alliance Annual Meeting, 2005 Report on Contactless.

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