



OMNI 3730

Beyond the Basics

**BIG ON WHAT MATTERS
AND SMALL WHERE IT COUNTS**

PERFORMANCE, PRACTICALITY, AND A PROVEN FAMILY NAME

The Omni 3730 is the ideal choice for merchants who know exactly what they want today. Part of the time-tested Omni 3700 family, the terminal efficiently processes debit and credit payments, and will even support one value-added application. Clerks can easily hand over the lightweight, ergonomic device to customers for PIN entry. The Omni 3730's backlit display, easy-to-read menu prompts, and intuitive ATM-style interface reduce the chance of entry errors by customers or clerks. In addition, the terminal's integrated thermal printer and internal Visa PED Certified PIN pad keep your countertop clutter-free. Finally, the VeriFone name is your assurance of unsurpassed long-term value and reliability at the POS. So no matter how your business grows, VeriFone has the perfect terminal to fit your needs.



OMNI 3730

Beyond the Basics



FEATURES & BENEFITS

Performance

- Efficient processing and high-speed thermal printer quickly move customers through the line
- Multi-tasking and ample memory support payments and one value-added application such as loyalty or gift card
- VeriCentre file compression and high-speed dial modem streamline downloads
- Graphics-handling capabilities on both the display and printer quickly render logos, special fonts, and character-based languages
- Vertical, triple-track card reader improves read rates and accommodates most magnetic-stripe cards

Practicality

- Compact footprint saves counter space
- Plug-and-play terminal is simple to install and even simpler to use
- Intuitive ATM-style interface, large backlit display, ergonomic keys, and bold menu prompts minimize clerk training and reduce errors
- Quiet printer features “clam shell” design for drop-in paper loading, to virtually eliminate jams
- Latest security features are built in
- Visa PED Certified internal PIN pad meets latest standard for secure PIN entry
- Supports a variety of peripheral devices so you can add capabilities such as automatic check reader for latest check fraud reduction programs

Proven Family Name

- VeriFone’s unsurpassed quality and reliability means trouble-free usage for years
- Omni 3730 is an addition to the proven line of Omni 3700 family of terminals
- Industry-leading SoftPay software provides a flexible and familiar environment

OMNI 3700 FAMILY OF PRODUCTS

Features	Omni 3730LE	Omni 3730	Omni 3740	Omni 3750
Supports mail order and phone orders	✓	✓	✓	✓
Small ticket support	✓	✓	✓	✓
Customized tip parameters	✓	✓	✓	✓
Detailed reporting	✓	✓	✓	✓
Receipt customization	✓	✓	✓	✓
Fraud control features	✓	✓	✓	✓
Processes debit payments	✓	✓	✓	✓
Processes credit payments	✓	✓	✓	✓
Processes check payments	✓	✓	✓	✓
Offers multi-merchant capabilities	✓	✓	✓	✓
Drop-in paper loading	✓	✓	✓	✓
Integrated PIN pad	✓	✓	✓	✓
Supports third party value-added applications		1	3+	3+
Class A certifications			MOST	ALL
128-bit SSL secured IP communications			✓	✓
“Future proof” upgradeable communications			✓	✓
Ethernet port option			✓	✓
Wi-Fi 802.11b wireless LAN option			✓	✓
Verizon Wireless CDMA cellular IP option			✓	✓
Cingular GPRS cellular IP option			✓	✓
EMV 4.0 smart card option				✓



www.verifone.com

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