

Client Alert

08.18.2009

Action needed Information only Product update

Impacted Back-End Platform(s):

Memphis/Stratus North—System: ALL Omaha South

Impacted Front-End Platform(s):

Not applicable Atlanta/BUYPASS Memphis South Nashville
 North/CARDnet Omaha PNS Other:

To: First Data Clients
From: Relationship Management Team
Subject: Introducing the FD400 Wireless Terminal

Overview

First Data is pleased to announce the availability of the FD400, a lightweight, handheld terminal that enables fast, secure and accurate wireless transactions for on-the-go merchants. With its integrated thermal printer, color touch-screen display and built-in Payment Card Industry (PCI)-approved PIN pad, the FD400 is one of the smallest and most flexible wireless payment terminals available. It is also the only wireless solution in the marketplace that supports the First Data Standard Gift Card program and the TeleCheck Paper Check Acceptance service.



Features and Benefits

The FD400 is currently offered on the AT&T General Packet Radio Service (GPRS) wireless network. Features and benefits of the terminal include:

- Support for a variety of payments and value-added services, including:
 - Credit (all major brands)
 - Debit (signature and PIN)
 - TeleCheck Paper Check Acceptance
 - First Data Standard Gift Card
- Ability to support multiple applications on a single unit (e.g., retail *and* restaurant)
- Compliance with PCI PIN Entry Device (PED) and MasterCard POS Terminal Security (PTS) requirements
- Built-in radio modem
- Internet Protocol (IP) capability

Do not reproduce, disclose, use, or distribute this alert to any third party without the consent of First Data.

© 2009 First Data Corporation. All Rights Reserved. All trademarks, service marks and trade names referenced in this material are the property of their respective owners and are used for identification only. This alert is provided as a courtesy and is for general information only. It is not intended as a complete description of all applicable procedures and circumstances and should not be used as a substitute for reference to association releases, bulletins, regulations, and other official documents. The matters contained herein are subject to change. First Data shall not be responsible for any inaccurate or incomplete information.

- Hardware/software support for 3G technologies (GPRS and GSM), delivering more connection options, faster transactions and wider coverage areas
- Store-and-forward capability to ensure card-present rates even when there is no signal
- Back-lit color touch-screen display reduces training time and makes the device easy to use
- 32-bit processing power
- Handles up to 300 transactions per charge
- Wide variety of reports
- Car charger option

Key Selling Points

- The FD400 offers complete mobility, allowing merchants to accept payments anywhere, anytime.
- The lightweight all-in-one device delivers performance and dependability in a small package.
- Additional selling points include:
 - Ability to help merchants qualify for card-present rates
 - Better chargeback protection—merchants can complete card-present transactions while in the field instead of keying in account numbers when they get back to the office
 - Potential for more impulse buying and higher average tickets
 - Monthly fee costs average less than the cost of dial-up lines
 - A single device does the work of three: Terminal, printer and PCI PED-approved PIN pad
 - Only one piece of equipment for the merchant to carry and maintain
 - Small footprint for increased convenience and mobility
 - Flexibility—use the FD400 in the store or out in the field

Target Merchants

The FD400 is ideal for businesses that need mobility and flexibility, such as:

- Home services contractors
- Delivery services
- Stadium and arena vendors
- Restaurant and food services
- Contractors and consultants
- Outdoor entertainment providers
- Golf and tennis venues
- Limousine and taxi services
- Trade show, fair and convention exhibitors
- Audio/video equipment installers

How to Order

Contact your TASQ Technology sales representative.

For More Information

Visit the Client Brand Center (fdisbrandcenter.com) to customize and download a product sheet with your company logo and colors. For learning opportunities, see the Client Training Calendar on firstdataclients.com.

Please contact your relationship manager if you have questions.

Do not reproduce, disclose, use, or distribute this alert to any third party without the consent of First Data.

© 2009 First Data Corporation. All Rights Reserved. All trademarks, service marks and trade names referenced in this material are the property of their respective owners and are used for identification only. This alert is provided as a courtesy and is for general information only. It is not intended as a complete description of all applicable procedures and circumstances and should not be used as a substitute for reference to association releases, bulletins, regulations, and other official documents. The matters contained herein are subject to change. First Data shall not be responsible for any inaccurate or incomplete information.