



First Data™ FD50 Terminal



The Challenge

When choosing a point-of-sale (POS) terminal, 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 difficult.

The Solution

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

Here's How It Works

The First Data FD50 terminal allows a merchant to accept virtually every payment option, including PIN-secured and signature debit cards and credit cards such as Visa®, MasterCard®, Diners Club International®, American Express®, Discover® Network, JCB®, plus gift/loyalty 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.

The FD50 terminal also offers the optional Dynamic Currency Conversion (DCC) service from First Data, providing international customers the option to pay in their credit card currency.

First Data™ FD50 Terminal

Industries Served

- Retailers
- Automotive
- Convenience Stores
- Mail Order/Telephone Order
- Restaurants
- Quick-Service Restaurants

Help Your Business

- Accept virtually all payment options including debit, gift/loyalty 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
- 32MB 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) and Triple Layer Security (TLS) encryption
- Quick, hassle-free drop-in paper loading
- Provide value-added DCC service to international customers

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.