



# First Data™ FD-20 Contactless Reader

## The Challenge

Merchants and customers alike are looking for ways to speed up transactions at the point-of-sale (POS). Slow transaction times can mean longer lines and the potential for lost business. Merchants want to clear the checkout lane quickly, and customers want to spend less time waiting in line. Transaction times can be slowed by requiring the customer to pass the payment card to a clerk for manual swiping or by customers being unfamiliar with how to swipe the card for themselves.

## The Solution

The First Data™ FD-20 contactless reader processes electronic payments using the latest technology. Customers simply wave or tap their card in front of an FD-20 reader that is connected to a POS terminal, and the transaction is initiated. By adding the FD-20 reader to an existing First Data™ proprietary terminal, merchants can support the acceptance of contactless cards, key fobs, and other specially equipped devices, with the same end result and security of a standard card-swiped transaction. This technology can significantly increase transaction speed and is ideal for businesses with a high volume of low dollar transactions.

## Here's How It Works

The FD-20 contactless reader easily connects via a USB port to any of the terminals in the First Data proprietary line. It does not require a separate power supply and is field upgradeable to accept new payment types and enhancements as they become available in the future. When a customer holds a contactless-equipped card in front of the FD-20 reader, the card is recognized and the transaction is initiated. Lights and audible signals let the customer and the merchant know when the process is successful. The merchant enters the amount of the sale and delivers a receipt, often with no signature required. The customer maintains possession of the card at all times.



# First Data™ FD-20 Contactless Reader

## Industries Served

- Retailers
- Restaurants
- Quick Service Restaurants
- Grocery stores
- Petroleum and Convenience stores

## Help Your Business

- Faster payment process at the POS
- Sophisticated, leading edge technology
- Easy installation and staff training
- USB support through an existing First Data proprietary terminal allows for additional peripherals at the POS

## Help Your Customers

- An interactive, self-explanatory payment process
- The latest, most up-to-date technology
- Enhanced security through customers maintaining possession of their card at all times
- Lights and audible signals keep the customer informed and involved throughout the transaction
- Faster transaction times mean quicker check out and less time waiting in line

## Features

- Easy USB connectivity to a new or existing First Data proprietary terminal
- Field upgradeable when new payment types are integrated and enhancements are offered
- A separate power supply is not required
- Single solution from a single vendor
- Competitively priced

## A Global Leader in Electronic Commerce

First Data Independent Sales (FDIS) uses First Data's processing engine. 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  
**Fdis Empire State at 1.800.355.6383**  
or visit [info@fdisempirestate.com](mailto:info@fdisempirestate.com)



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