First Data FD35 PIN Pad and Consumer-Facing Device

Reach beyond PIN debit and future-proof your point-of-sale investment with this all-inclusive consumer-facing device – it's fast, flexible and more secure.

The Challenge

Concerned over security and pressed for time, consumers want to pay quickly using whatever payment method they choose, including emerging technologies such as mobile phones. Further, they want the assurance that their transactions are protected with the most advanced security methods available.

The Solution

The First Data™ FD35 device goes beyond the simple PIN pad. This comprehensive, consumer-facing device not only accepts PIN-based debit transactions and swipes traditional payment cards, it is enabled to accept chip-and-PIN cards (aka EMV), which allow customers to initiate and process their own transactions without relinquishing control of their cards. It also enables contactless transactions, as well as mobile phone payments that include the ability for merchants to drive loyalty and repeat business by generating and redeeming special offers via consumers' mobile phones.

Here's How it Works

Designed for speed and convenience, the FD35 device accepts PIN-secured and signature debit cards, all major credit cards, gift and EBT cards, and STAR® network transactions. In addition, it accepts a wide variety of payment devices, including chip-and-PIN, magnetic stripe and contactless cards, as well as mobile phone payments and key fobs.

User-friendly features include an ergonomic keypad, visual display prompts, and lights and audio cues, which simplify the payment process. It's an ideal payment solution for merchants who are looking for a consumer-facing device to improve payment security and meet current and future compliance requirements, handle a high volume of small-ticket transactions and those wanting to support emerging payment technologies such as mobile.

First Data FD35 PIN Pad

Industries Served

Suited for all retail environments, especially:

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

Help Your Business

- Protect your customers through multiple layers of security
- Meet current and future compliance requirements
- Increase store traffic through reduced checkout times
- Process more purchases in high-volume merchant environments
- Drive consumer loyalty with alternative payment types like mobile and contactless
- Win repeat business by generating and redeeming offers with mobile customers

Help Your Customer

- Maintain control of the payment process without having to hand over their payment card
- Eliminate concerns about unauthorized use of their card
- Make purchases using the payment method of their choice
- Spend less time waiting in line
- Stay informed throughout the payment process through easy-to-follow visual and audio prompts

Features

- Accepts PIN-secured and signature debit cards, all major credit cards, STAR® network transactions, gift and EBT cards
- Accepts chip-and-PIN-enabled cards, magnetic stripe cards, contactless cards, mobile phone payments, and key fobs
- PCI-PED approved device
- Protected by advanced technologies, including chip-and-PIN (aka EMV) technology, the First Data TransArmor® solution, and one-time card number technology on certain contactless transactions, which includes STAR CertiFlash™ for contactless transactions via the STAR® Network
- Open payments software that is innovation-agnostic as new payment types emerge
- Easy USB connectivity to First Data-certified terminals
- Does not require a separate power supply
- Interactive payment process with lights and audio cue

Payment Solutions for Maximum Performance

Around the world every day, First Data makes payment transactions secure, fast and easy for merchants, financial institutions and their customers. We leverage our unparalleled product portfolio and expertise to deliver processing solutions that drive customer revenue and profitability. Whether the payment is by debit or credit, gift card, check or mobile phone, online or at the point of sale, First Data helps you maximize value for your business.