



Hypercom® Optimum T4100



www.firstdata.com

The Challenge:

Many smaller merchants and specialized businesses do not need integrated services digital network (ISDN) controllers or complex integrated payment systems to run their businesses. However, if your current terminal is outdated and slow, has a manual imprinter or a sluggish and noisy dot-matrix printer, it can take a minute or more to process each transaction, which is a problem — especially during your busy hours.

The Solution:

The Hypercom® Optimum T4100 terminal cost-effectively combines performance, security, reliability and ease of use. Combined with its advanced, feature-rich software, the Optimum T4100 terminal is ideal for merchants who want to add value at the point of sale or might want to in the future.

Leverage your Internet connection for cost savings and value-added applications. The Optimum T4100 terminal delivers ultra fast transactions and allows connections through your local area network (LAN), whether it's a digital subscriber line (DSL), cable, T1, or even dial-up. The Optimum T4100 terminal offers a complete solution to meet your current and future business needs.

Here's How It Works:

Installation is simple, with easy-to-use directions and on-screen prompts. Set up takes just a few minutes per terminal, and its hardware is extensible to support future features and functions. The Optimum T4100 terminal accepts PIN-secured and signature debit cards, credit cards (including Visa®, Mastercard®/Diners Club®, Discover® and JCB®), gift cards, and checks using the TeleCheck® warranty service.

Industries served:

- Retailers
- Restaurants
- Quick Service Restaurants
- Mail Order/Telephone Order
- Grocery Stores



Help Your Business:

Improve your bottom line:

- No more lost sales because you've lost your connection. The Optimum T4100 terminal supports Internet Protocol (IP) and dial-up, both with the Secure Sockets Layer (SSL) encryption.
- It's durable. The keyboard is water resistant, so you don't have to worry as much about spills at the cash register.
- Daily functions are "one touch," making you more efficient.

Deliver superior customer service:

- The Optimum T4100 terminal prints 18 lines per second, including graphics, to reduce wait times during your peak hours.
- The terminal supports high-speed "always-on" IP through DSL or cable to reduce transaction times and wait times.

Easy-to-use technology:

- Terminal deployment is fast and easy with wizard-style help menus.
- The printer's smart design virtually eliminates paper jams with the integrated SureLoad® system.

Features:

- Compact design
- IP and dial-up connectivity
- Simplified support and installation
- 32-bit Intel® XScale processor
- Fast printer producing 18 lines per second, including graphics
- Water-resistant Elastomeric 35-key keyboard and 80 x 160 LCD backlit display
- Integrated SureLoad® thermal printer
- Merchant-friendly "one-touch" capabilities for daily functions
- 24 MB memory to better support value-added applications

A Name You Can Trust:

We've been working with financial institutions and merchants for years, increasing our understanding of what you need to grow your business. We're a leader in payment processing solutions, serving more than 4.6 million merchant locations. Put our expertise to work for you. Whatever your need, First Data stands ready with solutions.

For more information, please contact your sales representative.