WHY PNC FOR Merchant Services

First Data™ FD35 Device
The First Data FD35 is a customer-facing device capable of accepting PIN-based debit transactions and traditional payment card swipes, chip-and-PIN cards (EMV), as well as mobile phone and key fob payments, when paired with a compatible terminal.

Industries Served
• Retailers
• Restaurants including quick-service restaurants
• Convenience stores
• Grocers

Accepted Processing
• Visa®, MasterCard®, Discover® and American Express®
• Gift cards
• PIN-secured and signature debit cards
• Contactless payments
• Chip-and-PIN cards
• Mobile phone payments using Near Field Communication (NFC)

Easy-to-Use Technology
• Visual display prompts simplify the payment process
• Interactive process with lights and audio cues guide the customer
• Ergonomic keypad facilitates PIN entry

Features
• Accepts PIN-secured and signature debit cards
• Accepts chip-and-PIN-enabled, magnetic stripe and contactless cards
• Accepts mobile phone payments and key fobs using NFC
• Easy USB and RS232 connectivity to First Data-certified terminals
• Do not require a separate power supply
• Supports current and future compliance requirements
• Small footprint at the point-of-sale

Key Benefits
Implements Cash Flow
• Accepts all major bank and credit cards
• Reduces infrastructure costs by having an all-in-one device
• Prepare for future Association compliance mandates for EMV processing

Delivers Quality Customer Service
• Gives customers ultimate flexibility to select their preferred payment method
• Provide customers the security of not relinquishing control of their card
• Drive consumer loyalty with alternative payment types

PNC Merchant Services® delivers comprehensive solutions from authorizing, clearing and settling card transactions to online reporting. Leveraging technology, streamlining transaction processing and providing management tools will ultimately help improve your business’s cash flow. PNC Merchant Services makes payment options easier for your customers – better for your business.

1-888-562-2300
pnc.com/merchantservices

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