

# First Data™ FD-10 PIN Pad



The First Data™ FD-10 PIN pad is the perfect solution for merchants looking to capitalize on the rapid growth of debit, and other Personal Identification Number (PIN) based transactions. Easily connecting to a variety of point-of-sale (POS) terminals and electronic cash registers (ECRs), the First Data FD-10 PIN pad offers a fast, simple way to accept the latest in PIN-based payments.

## Help Your Business

- Accept PIN-secured payments at the point-of-sale
- Achieve compliance with the latest specifications for PIN entry devices, including
  - Triple Data Encryption Standard (DES) certification
  - Master Session
  - Derived Unique Key Per Transaction (DUKPT) industry standards
- Get full backward compatibility with previous generation PIN pads
- Connect to most POS terminals and ECRs

The PIN Entry Device (PED) compliant, First Data FD-10 PIN pad puts you on the card industry's leading edge by incorporating a broad array of sophisticated security features to help guard against fraud and abuse.

## Features and Benefits

The First Data FD-10 PIN pad features improved ergonomics with large, hard rubber keys for ease of use, and a sleek new design that fits in the palm of a hand. This PIN pad also features a tactually discernible keypad that enables a visually impaired person to enter personal information necessary to process a transaction. The device is rugged and reliable, built to withstand the hard knocks at the point-of-sale.

- High performance at an affordable price potentially means better profit margins and sales opportunities
- Secure microprocessor and ultrasonically sealed case meet the highest security requirements
- Connects to most POS systems, so you can accept the latest in PIN-based payments without investing in a new POS system
- Rugged design provides superior reliability
- Supertwist Liquid Crystal Display (LCD) is easy to read in all lighting conditions
- Monotone beeper provides audio feedback that lets users know that a key has been processed successfully
- Two-line, 16-character display eliminates need for scrolling
- Amply spaced keys reduce errors in data entry

The First Data FD-10 PIN pad is a smart and affordable way to add secure PIN entry to merchants' transaction processing portfolios.

**For More Information Please Contact:**  
**1-866-838-8472 Option 1**  
**OR**  
**[Sales@fdisempire.com](mailto:Sales@fdisempire.com)**

## Services by Cardservice International.

© 2009 First Data Corporation. All Rights Reserved. All trademarks, service marks and trade names referenced in this material are the property of their respective owners. The First Data Independent Sales Agent Program is operated by Cardservice International, Inc. Cardservice International, doing business as First Data Independent Sales (FDIS), is a registered ISO/MSP of Wells Fargo Bank, N.A., Walnut Creek, CA. American Express requires separate approval. FDIS (Geographic DBA Name or Agent #00000) is an independent agent for Cardservice International.

xxxxxxxxxxxxxxxxxxxx.com