

# Hypercom® Optimum T4210 and T4220 Terminals

## The Challenge

Independent businesses and specialized retailers want the features and benefits of an advanced point-of-sale (POS) terminal without the cost and complexity associated with many high-end systems. A growing business requires added value at the point of sale, but without sustaining unnecessary expense.

## The Solution

The Hypercom® Optimum T4210 and T4220 terminals combine the upgraded features merchants want into reliable and cost-effective payment devices. While maintaining affordability and simplicity, they deliver a level of functionality usually found only in higher-priced terminals.

These affordable POS solutions are designed to meet the needs of today and be ready for tomorrow's payment options. In addition to optional Dynamic Currency Conversion (DCC) service from First Data, the Optimum T4210 and T4220 terminals are configured to accept virtually every payment option, including all major credit (American Express®, Visa®, Discover®, MasterCard®, Diners Club International® and JCB®), signature and PIN debit\*, and gift cards\*.

With the addition of peripheral equipment, the devices allow merchants to accept the latest in contactless payment options, as well as Electronic Benefits Transfer (EBT)\* transactions. In addition, they enable you to securely accept checks through the TeleCheck Electronic Check Acceptance® (ECA®)\* service.



## Here's How it Works

If you choose the T4220 model, you may connect via your existing broadband Internet service using our Datawire Secure Transport solution. This provides speed and security, and may even save you money over dial-up or other options. Optional dial backup is also supported in the event that Internet connectivity is temporarily unavailable (analog phone line required).

Both terminals offer advanced features that include 24MB of total memory and an ARM9 processor. An integrated Payment Card Industry (PCI) PIN Entry Device (PED) approved PIN pad allows the acceptance of debit cards. The Optimum T4220 terminal is MasterCard PTS compliant for IP-based communications.

The Hypercom Optimum T4210 and T4220 terminals are designed to be upgradeable as business needs, regulatory requirements or applications change. They also offer enhanced security features, such as account truncation on receipts.

\* Not available for the lodging and auto rental industries.

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## Industries Served

- Retailers
- Grocery Stores
- Automotive and auto rental
- Restaurants
- Quick-Service Restaurants
- Lodging
- Electronic Commerce
- Mail Order/Telephone Order

## Help Your Business

- IP connectivity to process transactions faster
- Increase number of transactions per day
- Accept virtually every payment option\*
- Affordably upgrade your POS system
- May generate new revenue stream through international selection currency fee with optional DCC service
- Comprehensive merchant reporting customized to the merchant's industry
- Terminal, printer and PIN pad are integrated in a small, space-saving footprint
- Improve operations efficiency

\* Debit, gift card, Electronic Benefits Transfer and TeleCheck Electronic Check Acceptance® (ECA®) not available for the lodging and auto rental industries.

## Help Your Customers

- Settle with preferred payment method
- Provide value-added service to international customers with optional DCC service
- Faster check out and shorter wait times can help improve customer satisfaction

## Features

- 32-bit ARM9 processor
- PCI PED approved device
- MasterCard PTS compliant
- 15-line-per-second built-in printer
- IP connectivity with dial backup for the T4220 model; dial-up connectivity for the T4210 model
- 24MB total memory
- Account truncation on receipts for security
- Durable 19-button water- and splash-resistant keypad
- Triple DES encryption
- High-resolution white backlit display is easily visible in low-light situations
- SureLoad® thermal printer—drop-in loading virtually eliminates paper jams
- Optional DCC service for international customers

## 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.

[For more information, contact your Sales Representative or visit \[firstdata.com\]\(http://firstdata.com\).](#)