

SmartPayments™ EasyRetail L4250 Solution



► Approvals

- *Class B Approvals*
 - *Global Processing Services*
 - *Chase Paymentech*
 - *NOVA*
 - *First Data Merchant Services (Memphis)*
- *Microsoft RMS*
- *Quick Books Pro, Premier and Enterprise 2005-2007*
- *PCI PED Certified*

► Applications

- *Retail*
- *Gift Card*
- *Check*

Simple, Complete and Convenient

Traditionally, only large retailers were able to benefit from PC based point-of-sale (POS) systems that featured customer facing POS terminals to facilitate the card swipe and PIN entry action. The reason for this is simple...integrated systems were traditionally more difficult to develop, install and manage and therefore were out of reach for most small businesses.

For Merchants: Today, the new Hypercom SmartPayments EasyRetail solution levels the playing field by bundling its highly secure, easy to install SmartPayments Client/Server software technology with Hypercom's customer friendly plug and play L4250 terminal. With the merchant in mind, the Hypercom SmartPayments EasyRetail solution comes complete in a boxed kit that includes the:

- Hardware terminal device
- Associated cables
- Documentation
- CD (for software downloads)

Your days of hunting for different components are now over when you purchase the SmartPayments EasyRetail kit. We also include with every purchase, 30 FREE days of telephone support to the merchant. Your customers can now swipe or scan (Contactless is supported) their own cards and enter their PIN number in this customer friendly terminal.

For ISOs: The new Hypercom SmartPayments EasyRetail solution is a kitted solution that has one part number for easy ordering and is also easy to install and support. In fact, if your merchant already has a valid Paymentech or Global merchant ID number, the EasyRetail solution can be up and running in the same day! If you want to differentiate yourself from the competition without the associated risk found with new terminals, the SmartPayments EasyRetail solution is for you.

Send an email today at EasyRetailSolutions@Hypercom.com to see if this solution is right for you!



Contactless Supported



Recessed ADA-compliant keypad with privacy screen



Versatile - Supports tomorrow's next generation terminal that can easily be expanded & customized

AFFORDABLE, HIGH-END FEATURES



Optimum L4250



- Convenience** ► *Everything your merchant needs in one box; easy to sell, support and use*
- Now Available** ► *Sell the payment solution previously available to big box retailers*
- Quick Install** ► *Help your merchants that use Microsoft or Quicken POS systems to plug in new functionality without any integration hassles*
- PCI-PED Approved** ► *Online PIN code verification*
- Proven Forms Processing Engine** ► *Assured rapid integration*
- Intel XScale® 32-bit processor** ► *Fast transaction speed*
- Permanent privacy screen** ► *Maximum customer security*
- Simple reliable Windows Service** ► *Operates independently, making it invisible and non-intrusive*
- Customer-facing interactive user interface** ► *Uses the device for input/output display and interacts with customers independently*

SmartPayments™ EasyRetail L4250 Solution

SOLUTIONS



HIGH-END VALUE WITH LOW COST OF OWNERSHIP

TECHNICAL SPECIFICATIONS

OPTIMUM L4250

PROCESSOR

- Intel XScale 200 MHz, 32-bit processor

KEYPAD

- **Elastomeric:** 13 color-coded keys, water splash-resistant, hard keycaps
- Attached privacy shield
- Touch screen with screen protector. Screen protector absence sensor prohibits use without screen protector in place.

DISPLAY

- **LCD:** 220 x 80 pixels, 16-shade grayscale
- **Backlight:** 100,000 hours (approximated)

CARD READER

- **Magnetic stripe:** Bi-directional, Tracks 1, 2 & 3 (standard); dual-headed card reader (optional)
- **Contactless payment:** Integrated (optional); compliant with ISO 14443 A & B

COMMUNICATIONS

- **MiniDIN port:** RS-232 with power-in; Client USB IBM-retail with power-in
- 10/100Base-T Ethernet RJ-45 connector (optional)
- USB Host (optional)

BUZZER

- 4.0 KHz (peak)
- 70 dB minimum level at 1 ft.

MEMORY

- 4MB Flash/ 8MB SDRAM

POWER

- **AC:** 100-240 V, 50/60 Hz
- **DC:** 12 V @ 500mA or 24 V @ 250mA (estimated)

PIN ENCRYPTION

- **DES:** Visa PED approved; PIN-ANSI X9.8, MAC-ANSI X9.9, Part 1-ANSI X9.24
- **Triple DES:** ANSI X9.52
- **Key management:** DUKPT & 12 master/session keys

FOOTPRINT

- 8.22 in x 6.06 in x 2.36 in/20.9 cm x 15.4 cm x 6.0 cm

WEIGHT

- 1.29 lbs/0.59 kg

ENVIRONMENT

- **Temperature:** 0-45°C/32-115°F
- **Humidity:** Max 85%, non-condensing
- **ESD:** 12,000 volts

RELIABILITY

- 100,000 hours (MTBF calculated)

COMPLIANCE

- UL/cUL listed (UL60950-1); CE, C-tick;
- FCC Part 15B (ICES-003), Class A;
- IC ID: 1204B-00002 (RFID); FCC ID: NVA00002 (RFID)

SMARTPAYMENTS CLIENT

PLATFORM

- Microsoft Windows XP/2000/2003/Vista

SECURITY

- Payment Application Best Practice (PABP) certified

EASY-TO-INTEGRATE

- Comprehensive Software Developer Kit (SDK)
- ActiveX Control (OCX)
- Industry Standard File drop with Name Value Pares
- TCP/IP XMLPay

Simple, Easy-To-Use Features

- ▶ Speeds customer check-out with optional dual-sided, bi-directional magnetic strip reader, for 99.99% first-read rate when customers swipe their cards
- ▶ Maximizes transaction time through fast data transmission: Intel XScale® 32-bit processor, RS-232, and powered USB port
- ▶ Adapts to new payment methods: the Optimum L4250 is configured with an integrated ISO 14443 A & B contactless RF reader

Versatility with a Fast ROI

- ▶ Quickly and easily accepts multiple payment tenders including all major credit cards, debit cards, EBT, electronic check services
- ▶ Works as a standalone IP terminal or can be seamlessly integrated with Microsoft RMS or Quick Book Pro
- ▶ One time, low-cost licensing fee
- ▶ Delivers payment transactions via the Internet without the extra costs of using a third-party gateway

Customer-based Performance and Security

- ▶ Operates as an independent Windows Service making it invisible and non-intrusive to the POS system
- ▶ Supports IP (2-3 second) transactions
- ▶ With its interactive user interface on the customer-facing terminal, uses the device for input/output/display and interacts with customers independently.
- ▶ Maximizes security with Derived Unique Key Per Transaction (DUKPT) key management and Message Authentication Code (MAC)
- ▶ Protects valuable cardholder PINs with fast Data Encryption Standard (DES) and Triple DES for secure encryption
- ▶ Complies with California's Financial Code for visually disabled persons

AVAILABLE ACCESSORIES:



12-month maintenance option



Help desk support



Plug-ins for Microsoft RMS and Quick Books systems

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