

V E R I F O N E

VISA CASH

POS SOLUTION
WITH PRINTER 900

VISA CASH IS COMING TO YOUR AREA

*And VeriFone makes it easy
to enjoy the benefits
of this major new product.*

Visa® has recently introduced many of their customers to the advantages of a new card that works like cash—VISA Cash. It is a stored-value card specially developed to replace cash for small purchases in locations such as supermarkets, coffee shops, dry cleaners and gas stations.

A computer chip in the card makes it all possible. The chip “stores” a specified monetary value, and each time it is used, the purchase is electronically deducted from the card. Once the card’s value is depleted, the cardholder can discard it. In some versions of VISA Cash, the consumer retains the card and reloads value as needed.

VeriFone’s Solution For VISA Cash

VeriFone® offers the solution you need to manage and operate this new product—by combining VeriFone’s proven POS equipment with a comprehensive software application. The result? A system that is easy to use and operate.

You start with the OMNI™ 395 retailer terminal and the SC 552™ smart card reader, the customer-activated device. Add the PRINTER 900 to generate merchant reports and, optionally, customer receipts.

Then add the VeriFone VISA Cash application. This application has four main functions—cash payment, balance inquiry, end-of-day settlement and merchant reporting.



Cash Payment

When the consumer inserts the card into the SC 552 smart card reader, the card balance is immediately displayed. At the same time, the clerk is prompted to enter a purchase amount via the OMNI 395’s keypad. This amount is also displayed on the SC 552, and the customer can press either ENTER/YES to confirm or CLEAR/NO to cancel. After that, the SC 552 displays the new card balance and the transaction is complete. Then, as an option, the PRINTER 900 can print a purchase transaction receipt showing the retailer’s name and location, the date, the purchase amount and other transaction information.

Balance Inquiry

This feature allows the cardholder to quickly and conveniently review the balance on the VISA Cash card. The cardholder has total control of the inquiry, needing only to insert the card into the SC 552 to initiate the transaction.

Settlement And Merchant Reporting Features

The settlement transaction allows merchants to deposit funds they have stored during sales transactions and collect payment from the bank host.

The settlement report provides a clearly organized printed audit trail, showing amounts and reference numbers of the batches submitted for payment.

All From VeriFone—The Industry Leader

It’s as simple as that. You enjoy a first-class application and superior hardware. With the OMNI 395 and SC 552, you benefit from equipment that is C-programmable and easily downloaded. And you can combine the VISA Cash application with a variety of debit and credit applications that are available worldwide. What’s more, the OMNI 395 and SC 552 support all types of applications for both magnetic-stripe cards and smart cards.

If you wish, VeriFone Finance can provide a variety of leasing packages to meet your business requirements.

And we back up the whole package—through the continuing assistance of VeriFone Support Services. Whether you need extended warranty, helpdesk, deployment or expedited replacement, we can provide the services you need to ensure trouble-free operation of your VeriFone installation.



**Retailer Terminal
OMNI 395**

MEMORY

64-Kbyte EPROM and 256-Kbyte battery-backed RAM standard
128-Kbyte, 512-Kbyte and 1-Mbyte RAM models optional

DISPLAY

Continuous dot matrix graphic display that can show 4-line x 25-character, 3-line x 18-character, 2-line x 18-character, logo or other image formats

MAGNETIC-STRIPE CARD READER

Bidirectional, supports a Track 1 and Track 2 or a Track 2 and Track 3 reader

KEYPAD

24 keys (4 screen-addressable, 4 color-coded, all programmable)

**Consumer-Activated Smart Card Reader
SC 552**

MEMORY

128-Kbyte RAM

DISPLAY

2-line x 16-character LCD

MAGNETIC-STRIPE CARD READER

Bidirectional, supports a Track 1 and Track 2 or a Track 2 and Track 3 reader

KEYPAD

16 keys (4 x 4, programmable)

DUAL SMART CARD INTERFACES

All asynchronous microprocessor cards conforming to ISO 7816-1, -2, -3
Synchronous memory and protected-memory cards conforming to ISO 7816-1, -2
Primary card reader for consumer card
Secondary card reader for security access module

**Printer For Receipts And Reports
PRINTER 900**

PRINTING

Method 8-pin serial impact
Speed 3.7 lines per second

RIBBON

Type Cartridge
Color Dual color (red/black) and single color

PAPER

Size 3.0 in (76.0 mm) wide standard roll
Format 42-column, portrait



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