

VERIFONE RETAIL SOLUTIONS





MX Solutions: Seamless Integration. Sophisticated Interactions.

MX Solutions

Reliable and secure payment processing is a basic expectation among today's consumers and retailers. Beyond that, customers want instant information, immediate access to an array of products, speed of service and the ultimate in convenience. As a retailer, you need solutions to meet these demands, drive sales and build customer loyalty without putting additional strain on staff and budget. VeriFone's MX Solutions is your answer.

VeriFone's MX 800 Series of payment terminals offers the most proven technology and industry certifications available today. Since the release of the MX 870 device in mid 2005, more North American retailers have selected an MX 800 Series device for their business than any other. This innovative Linux based family of products comes with a proven pedigree with nearly 525,000 units sold to many of today's top retailers. Sharing the same architecture across this family of MX 800 Series products has allowed VeriFone to enhance and refine the hardware and software yielding the most advanced, yet reliable products on the market.

Where it all comes together

VeriFone offers complete integrated retail solutions—from a wide range of front-end payment devices through back-end payment systems and supporting services—selected to suit many retail environments including:

- Supermarkets
- Department Stores
- Multi-lane Retailers
- Specialty Retailers

VeriFone understands that you need reliable, quality payment solutions that can help optimize your time and budgets, increase your revenues, lower your cost of ownership, improve customer experience, and keep you safe in the knowledge that your payment system:

- Accepts card payments securely and reliably
- Complies with PCI standards
- Is proven and reliable in high-volume environments
- Offers comprehensive reporting and management tools
- Meets PCI PED and PCI DSS requirements

Unmatched Expertise

Having been at the forefront of innovation and design in secure electronic payment technologies for over 25 years, VeriFone has millions of transaction solutions installed at integrated retail locations around the world. We develop systems with the retail environment in mind and stay on top of the changing requirements

and emerging technologies to bring you only the best in security, durability and reliability. Our knowledge of security standards is an unmatched strength you can count on from our global engineering and development teams— we make it easy for you to adapt to a dynamic market and stay protected from payment fraud.

End-to-end Support

VeriFone has worked closely with industry leaders during development to ensure our solutions are easy to implement in large retail environments. We have developed the flexible infrastructure necessary to bring our complete retail solutions to market, and all are backed by VeriFone's unparalleled customer support and commitment to provide you with all you need.

All you need is VeriFone—your single point of contact for payment solutions!



MX 830

Performance Plus. Designed for demanding multi-lane environments, the MX 830 has a powerful payment processing engine, a convenient keypad for secure PIN entry, an ultra-crisp color display, and outstanding durability...making it the clear choice for retailers.



MX 860

Peak Performance. The MX 860 is as versatile as it is performance-oriented. An industry leading color display ideal for promotional and interactive customer applications is combined with a tactile keypad and large signature capture area to speed customers through lanes.



MX 870

Multimedia Impact. The MX 870 merges full-motion video, a vibrant full color display, high quality digital sound and highly secure payments capabilities into a single, easy-to-use system.



MX 880

Twice as Nice. The MX 880 combines VeriFone's largest full color display and most powerful processor in a device with a tactile keypad — delivering high-impact promotions and value-added applications while securely processing payments.

More Options — More Flexibility

A key benefit of the MX 800 Series is the modular design and flexibility, allowing customers to mix and match hardware and software functionality across a single platform of Linux-based devices to quickly and easily bring a diverse set of solutions to market.

Modules and options include: Display size, virtual touch screen, tactile keypad, signature capture, EMV certified Smart Card Reader, contactless reader, RS232 and RS485 Serial, USB and 100BaseT Ethernet, Wi-Fi, Power over Ethernet, barcode scanner and printer.

One family. Endless possibilities.



Checkout has never been so fun!
VeriFone's retail solutions provide much more than secure payments.

MX 800 Series: An Intelligent Investment

The MX 800 Series is a single family of devices, peripherals and software designed to work together toward a common goal—empowering customers in multiple locations throughout multi-lane stores. These handsome devices are loaded with the latest in technology to give you virtually endless ways to improve efficiency and your bottom line. Powerful, reliable, secure, durable, and globally ready to meet the demands of today's complex marketplace—the MX 800 Series is destined to become one of your most valuable assets.

The Need for a Multi-Function Device

Today's retailer is demanding much more from us than a "credit card machine". VeriFone's MX 800 Series of products are multi-function devices that can deliver much more. All are capable of performing credit and debit transactions, signature capture, and PIN entry. The devices also provide line item display, branding, customer messaging and advertising capabilities.

Connect with Customers

The MX 800 Series helps you see beyond payments to visualize a customer interaction strategy that will increase revenue, leverage technology investments and grow along with your business.

Ultimate Reliability

All MX 800 Series include a chemically hardened glass screen, four times stronger than competitive product screens (tempered glass) which inhibit any scratching. All are designed with durable, proven components like rugged magnetic stripe readers, keypads, and secure, solid casings and offer a sleek stylus without moving parts, making it extremely durable.

Mix-and-Match to Maximize Your Investment

The MX 800 Series products and peripherals, upgradeable modules and connectivity options can be used in a wide variety of combinations anywhere in the store. Every device is integrated to be interchangeable and work seamlessly together, maximizing your ROI and lowering your cost of ownership. In addition, all MX 800 Series products share common casing, stands, cables, stands and power supplies.

Flexible Connectivity Options

With MX 800 Series Power Over Ethernet module, WiFi adapter, USB, and various interfaces, you never have to be concerned about staying connected.

Targeted Promotions Drive Profit

Imagine the power of multimedia messaging to your customer's right at the checkout? Whether you are promoting targeted brands, buy one get the second at half-price or holiday discounts, your brand and targeted message will be seen by every customer proceeding through the checkout. Research clearly indicates targeted messages are the most effective way to reach your customers. And in the retail industry, in-store sales drive profits.

Highest Security Standards

MX 800 Series devices are all PCI PED approved, EMV, and Interac certified—so your solutions can grow and change as you need them, anywhere in the store or around the world.

Improved Consumer Card Security

By implementing the MX 800 Series solutions, customer's credit/debit card never leaves their hand to complete a transaction. That not only increases the consumer's confidence that their transaction is secure, but it benefits retailers because their cashiers and employees simply do not have access to consumer cardholder data, preventing the risk of compromise.

The Multi-tasking MX 800 Series

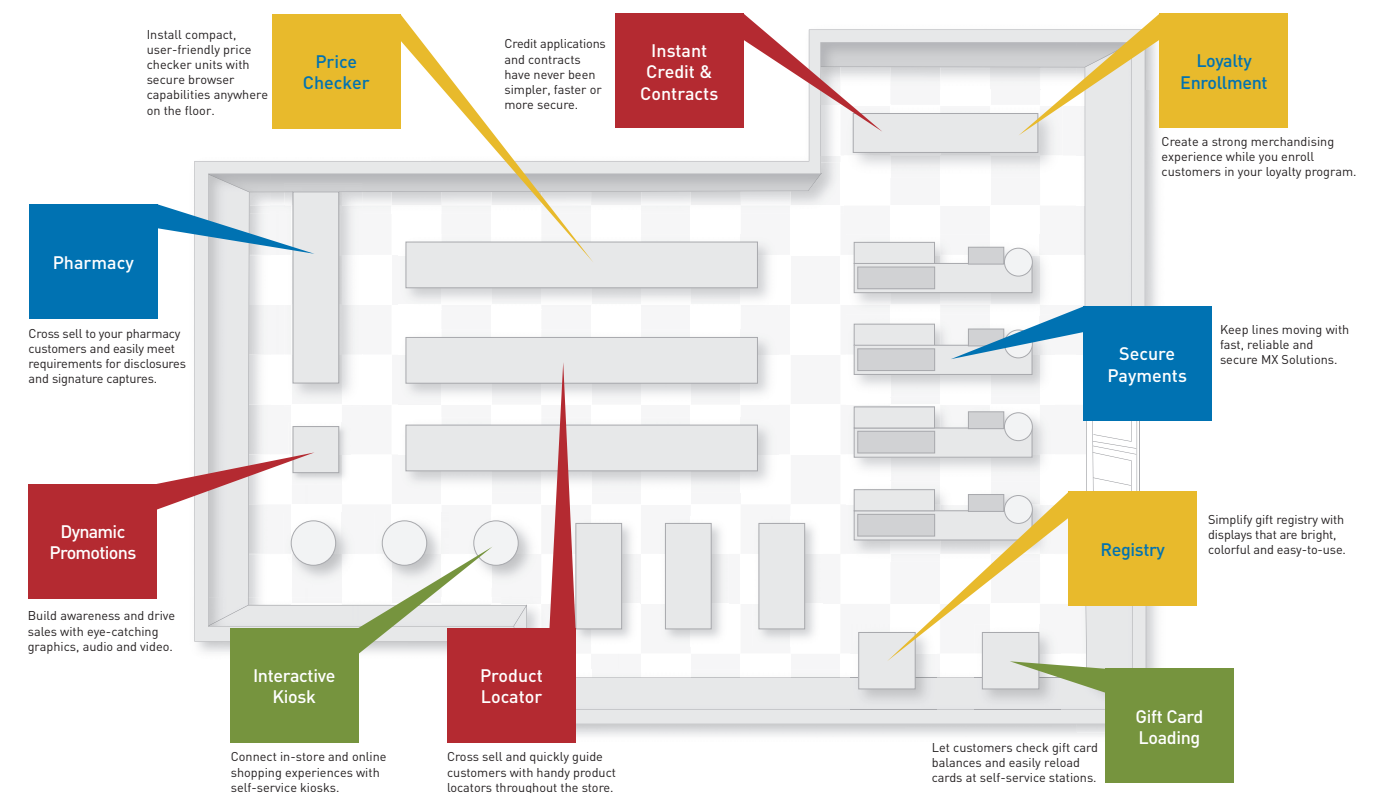
Imagine holding a consistent dialogue with customers throughout your store. While ordinary POS devices simply process payment and payment-related transactions, with MX Solutions payment is only the beginning. You'll have everything you need to create an interactive platform of integrated devices featuring a variety of sales and service applications. Virtually endless options include promotions and brand building, price checkers, instant credit applications, loyalty programs and kiosks. You can customize self-service sales stations for gift cards, provide secure browser access for product information, offer online store inventory checks and more. The unique and highly targeted marketing opportunities available through this merchandising powerhouse are truly extraordinary.

- **Price Checker** — Attach a scanner to any MX 800 Series device to create a versatile, compact, user-friendly price checker.
- **Pharmacy** — Cross sell to your pharmacy customers and easily meet HIPAA requirements for disclosures and signature captures.
- **Interactive Kiosk** — Make your in-store experience consistent by using MX Solutions for self-service or Web kiosks.
- **Product Locator** — Cross sell and quickly guide customers with handy product locators throughout the store.
- **Instant Credit and Contracts** — Credit applications and contracts have never been simpler, faster or more secure.
- **Loyalty Enrollment** — Create a strong merchandising experience while you enroll customers in your loyalty program.
- **Secure Payments** — Keep lines moving with fast, reliable and secure MX Solutions.
- **Registry** — Simplify gift registry with displays that are bright, colorful and easy-to-use.
- **Gift Card Loading** — Let customers check gift card balances and easily "top-up" cards at self-service stations.

Web Development Environment

The MX 800 Series utilizes Web Development Environment (WDE) to provide a unique combination of web technology and a secure payment framework for an immensely powerful and flexible application development platform. All applications can be written in HTML / JavaScript while having full access to VeriFone's powerful payment engines. With the Web Development Environment applications can be written, debugged, and rolled-out much more quickly — for a faster time-to-market and a lower development cost.

Reach Customers Like Never Before



The Power of PAYware — flexible, scalable, and secure.

Software Solutions

PAYware Vision

PAYware Vision is a sophisticated software solution suite that gives multi-lane retailers incredible point-of-sale marketing, intelligence gathering, dispute resolution and support capabilities through its VeriFone MX 800 Series payment devices. Within a single browser-based user interface, users have the power to collect critical business intelligence, deliver targeted messaging and rich media, deploy security patches and device updates, and easily capture signatures.

The solution consists of three independent modules: **Device Manager** (streamlines device management remotely), **Signature Manager** (captures and retrieves electronic signatures) and **Content Manager** (manages and controls content delivery). They are highly scalable and readily customizable to unique organizational structure or requirements.

PAYware Connect — Payment Gateway

PAYware Connect is a highly configurable web-based payment gateway service that enables credit and debit payments to be processed from any computer with an Internet connection and Internet Explorer. There's no equipment, software, or payment engine to set up and maintain, and it supports multiple payment processors in a real-time environment.

This hosted service supports a broad range of merchant types, sizes, and retail environments - from traditional retail to e-commerce. And it is ideal to bundle with software applications, VeriFone payment devices, or a web store front as a part of a complete payment solution.

Comprehensive Services Offering


VeriFone's dedicated, world-class service offerings include: deployment, repair, training, helpdesk, and priority exchange replacement services. We perform key injection and application load services at time of hardware deployment to your specific requirements. Our service facilities are TG3 audited, and secure handling of customer specific information is a priority. VeriFone is committed to delivering first class customer service with unsurpassed responsiveness and technical expertise.

VeriFone Services adheres to the highest standards of customer service by forming close partnerships with our customers to understand their needs today and in the future and to deliver a comprehensive service offering to meet those needs. The organization is staffed with professionals who are trained and compensated to deliver superior customer service. VeriFone can tailor service programs to meet specific needs and/or requirements in addition to offering cost-effective, packaged programs.

- Deployment: key injection, software application load, configuration, asset tracking and more
- Project Management: Deployments, rollouts, on-site installations, web portal customization, etc.
- Help Desk Services: 24 X 7 Help Desk services operated out of Clearwater FL
- Installation Services: Server configurations, terminal installations, cable runs
- Repair and Warranty: Re-injection services, warranty and out of scope repair
- Priority Exchange: 24 hour replacement services for pre-configured devices
- Secure Terminal Retirement: Disposal of your legacy equipment in a secure manner
- Application Development: MX 800 Series application development and training

Strategic Partnerships

Far more than a handshake, VeriFone's partners play an important role in delivering the right solutions on time and on budget. VeriFone continues to establish and maintain long-standing partnerships with developers, financial institutions, payment processors and service providers. Our partnerships are one reason we're the global leader in providing technology that enables electronic payment transactions and value-added services at the point of sale.



VeriFone's global knowledge of payment security standards and certifications is unmatched. Our solutions continually evolve to incorporate the most stringent security standards and industry best practices worldwide.

VeriShield Protect Offers Benefits Beyond End to End Encryption

VeriShield Protect is a breakthrough global end-to-end payment card security solution that ensures cardholder data cannot be compromised, even in the event of a breach. VeriShield Protect shields credit and debit account information from the moment a card is swiped until the data is received at a secure decryption appliance located in a retailer's secure data center, at an off-site service provider, or at an acquirer or processor organization.

Employs a breakthrough technology called VeriShield Hidden Encryption (VHE), a format-preserving encryption that encrypts the primary account number and discretionary data in a manner that other applications interpret as valid card data. The encryption is processed within the tamper resistant security modules of VeriFone's existing PCI PED approved payment systems protecting it from hackers. Card data is never in an unprotected state while in your systems until it is decrypted by the decryption appliance. Visit www.verifone.com/verishield-protect

VeriFone's Commitment to Payment Security

For more than 25 years, VeriFone has lead the industry in payment security, integration, and flexibility and helped retailers achieve their goals with safe, innovative and reliable end-to-end payment solutions. VeriFone's global knowledge of payment security standards and certifications is unmatched.

- The only payment terminal manufacturer elected to the PCI Security Standards Council's Board of Advisors
- VeriFone payment platforms support the most stringent security standards around the world, extending peace of mind to the point of sale and helping simplify compliance.
- VeriFone's MX 800 Series provides POS B level PCI PED approval, which is more secure and more flexible than POS A to meet a petroleum retailers needs.
- Dominating the payments industry, VeriFone offers more than 30 PCI PED approved solutions
- Weekly Payment Security Newsletter helps retailers get the latest information on payment security news, trends, standards updates, events, and technologies. Email securepayments@verifone.com to register today.
- Annual Retail Payments Security Conference is dedicated to providing retailers the most up-to-date information on payment security standards and new payment technologies, trends and applications.
- SecureRetailPayments.com website provides a one stop shop for all the accurate and helpful information you need to better understand what is required to fully protect cardholder data from compromise.



About VeriFone

VeriFone is a global leader in secure electronic payment technologies. We provide solutions, services and expertise that enable electronic payment transactions and value-added services at the point of sale and in self-service applications.

Our devices and systems process a broad spectrum of payment types, incorporate existing and the latest in emerging technologies, and comply with all major global security standards. We operate with a network of nearly 30 sales and marketing offices throughout the world.

Contact us today to put your retail vision in motion. We'll discuss your specific requirements and talk about all that we can deliver to implement a comprehensive integrated retail solution—from the latest payment systems to installation and support.

Email us at www.verifone.com/mxsolutions