



OUR INNOVATION AND COMMITMENT.
YOUR SUCCESS.

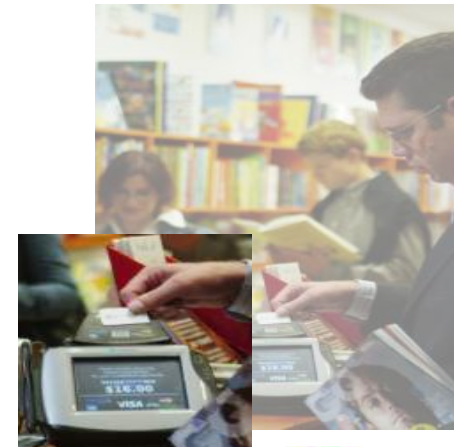


Vx510

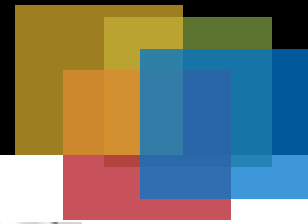
Expanding the possibilities



- Dial is still the predominant method of communication
 - More than 50% of all terminal shipments and 70% of all transactions processed¹
- Majority of businesses have access to wired or wireless broadband service
- Consumers are becoming more accustomed to immediate gratification and speed of service



¹ Multiple Industry Sources



- Everyone is looking for new revenue streams, new ways to differentiate
- Security is a leading concern and as liability continues to shift to the merchant
- Price is more important than ever in this economy





How do you meet all of these merchant needs in a competitive environment?





Vx510 Family

Take advantage of the extended family



- One of the most certified and adopted payment solutions worldwide

Certified by every major bank and processor in more than 100 countries



- Designed to **simplify everything** — from sales to training to software development to device management
- A **complete portfolio** of payment devices for all market segments — all on a single platform from a single source
- To **know one** is to **know them all**
- VeriFone's strength, reputation, and proven brand provides **peace of mind**

Over two million V^x Solutions sold to date

Common V^x 500 Series Features

- 200 MHz 32-bit ARM 9 processor
 - Delivers 10-times faster processing
- Standard high-speed dial modem
- Process debit, credit, and value-added transactions
- Offer the latest security protections
 - VeriShield file authentication, tamper resistance, and end-to-end encryption
 - PCI PED approved
 - PA DSS approved payment applications
 - MasterCard PTS SSL



Over two million V^x Solutions sold to date

Vx 510 - Product Line Differentiation



	Dial Only	Ethernet	GPRS
Key Solution Characteristics	<ol style="list-style-type: none"> 1. Value solution 2. The basics 	<ol style="list-style-type: none"> 1. Price sensitive 2. Transaction speed 3. Increased memory 	<ol style="list-style-type: none"> 1. Countertop price, not wireless 2. Flexible location 3. Recurring revenue
Target Market Profile	<ol style="list-style-type: none"> 1. Low transaction volume 	<ol style="list-style-type: none"> 1. Higher transaction volume 2. Currently have DSL or future proofing 	<ol style="list-style-type: none"> 1. Need for speed, but 2. No DSL or local broadband network

Vx 500 Series Comparison - Ethernet



Vx 510

Two Ethernet countertop products with unique features...

Vx 570



Cable connections below on bottom of terminal

Feature Comparison		
Features	Vx 510	Vx 570
Ethernet and Dial Communication	✓	✓
PCI PED approved	✓	✓
Advanced security features	✓	✓
Smart Card Option	✓	✓
3 / 6 / 12 MB Memory Options	✓	✓
20 MB Memory Option		✓
Large, White Backlit Display		✓
USB Port		✓
Modular Communications		✓
Extended Paper Roll Option		✓



Connections on back of the terminal



Countertop Wireless



Wireless Positioning

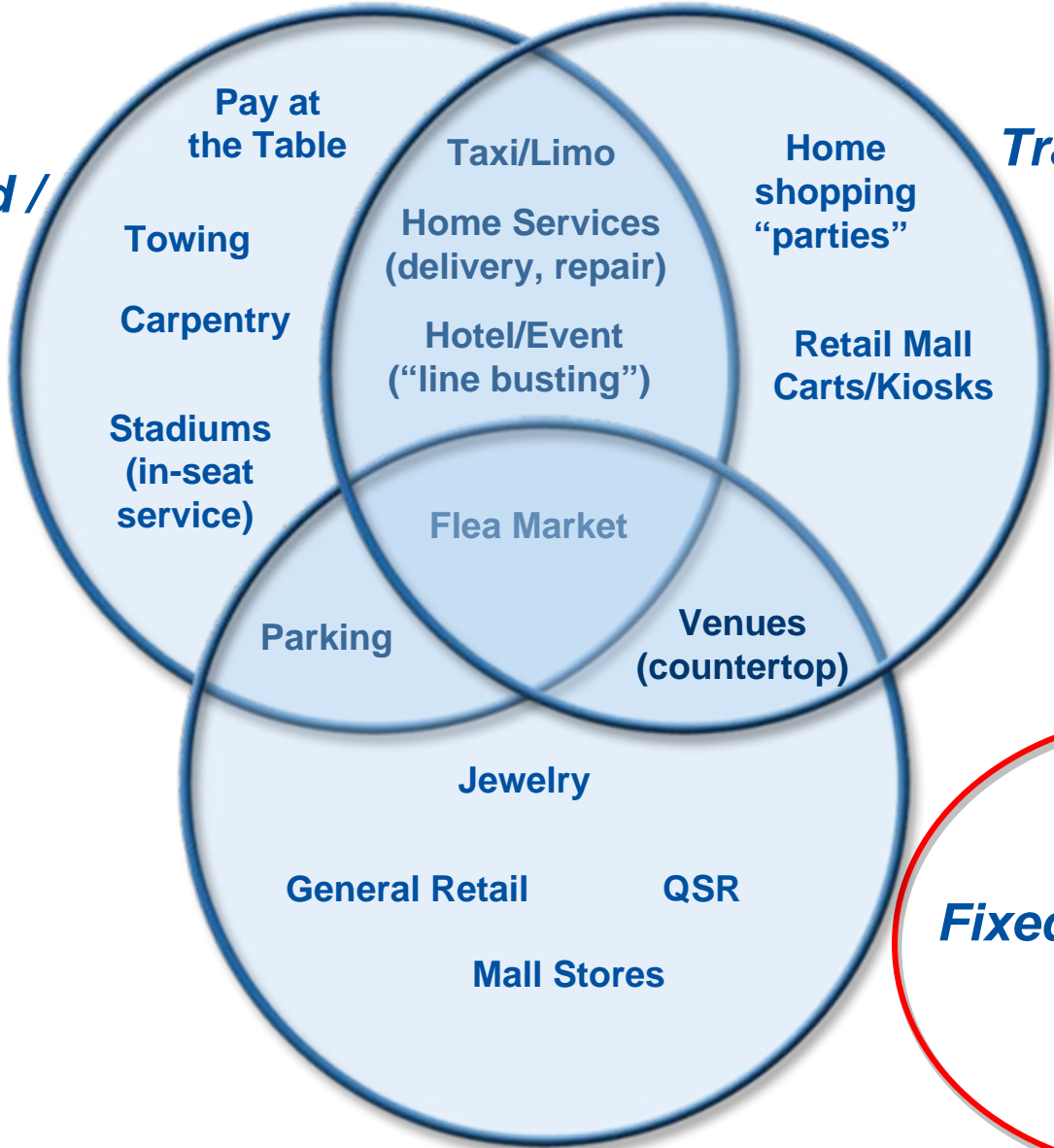


Hand Held / Mobile



NURIT 8000S

Vx 670



Transportable



Vx 610



Fixed

Vx 510 GPRS

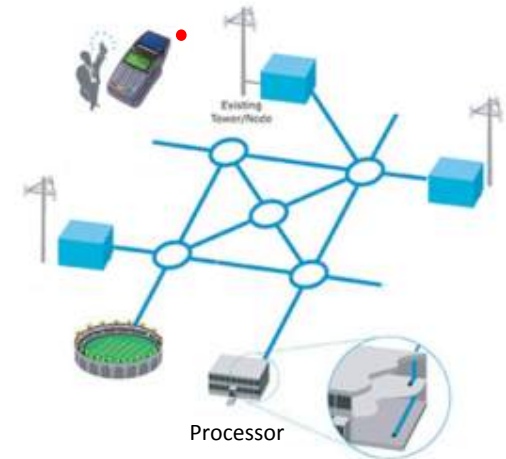
How To ID A Potential Countertop Wireless Customer



1. Anyone requiring payment in countertop setting...most merchants should be considered a proper target
2. Merchants in the *transportable* or *fixed* wireless segments
3. Those merchants that have ready access to power at the point of payment
4. Merchants that have moderate to high numbers of transactions or peak periods
5. Desire for broadband, “always on” speed

- What is GPRS?

- GPRS is a wide area packet-based wireless communication network that provides “always on” connection to broad coverage areas
- GPRS is the network foundation for such cellular carriers as T-Mobile, AT&T, Rogers (Canada)
- Broadband communication medium for
 - Popular communication devices such as iPhones and Blackberry’s
 - Streaming content for in-home and in-business services



- Wireless services are big business...Quality of Service is their main focus
- *Not the same wireless network of the past*

Vx 510 GPRS



- Purpose-designed broadband wireless for countertop
- Only requirement is power source and wireless service
- Supports GPRS, Dial, USB, and Serial communications
- 6MB and 12MB variants - more space for value-add applications
- No external antenna gives an sleek esthetic look



Why does wireless countertop make sense?

1. Broadband Speed of Service

- Turn check out lines faster

2. Cost Efficiencies

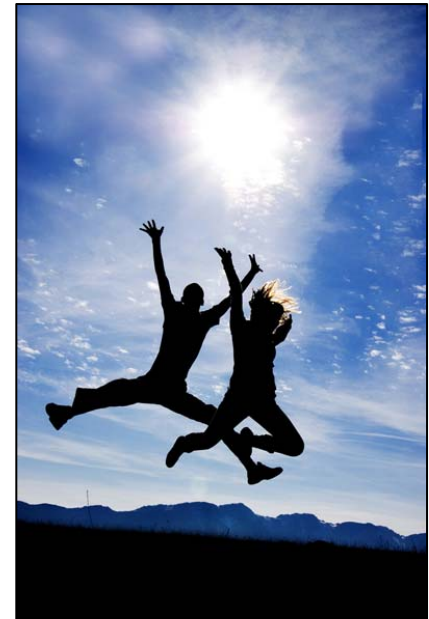
- Reduce communication costs
- Terminal price more in line with countertop

3. Ease of Use

- Plug 'n Go
- Same familiar user interface

4. Security

- Transactions secured with SSL
- Applications PADSS compliant



1. Opportunity

- Not a niche solution.
- Any merchant looking for countertop style and broadband speed is a target.

2. Revenue

- Profit from new hardware sales. Wireless benefits at a price point designed for countertop market. Simplify the sell.
- Recurring revenue from wireless fees improve margins.

3. Advanced Security

- Protect your merchant investment
- PCI compliant solution

4. Ease

- Built upon the industry leading Vx510 solution. Same user interface and hardware features... nothing new to learn



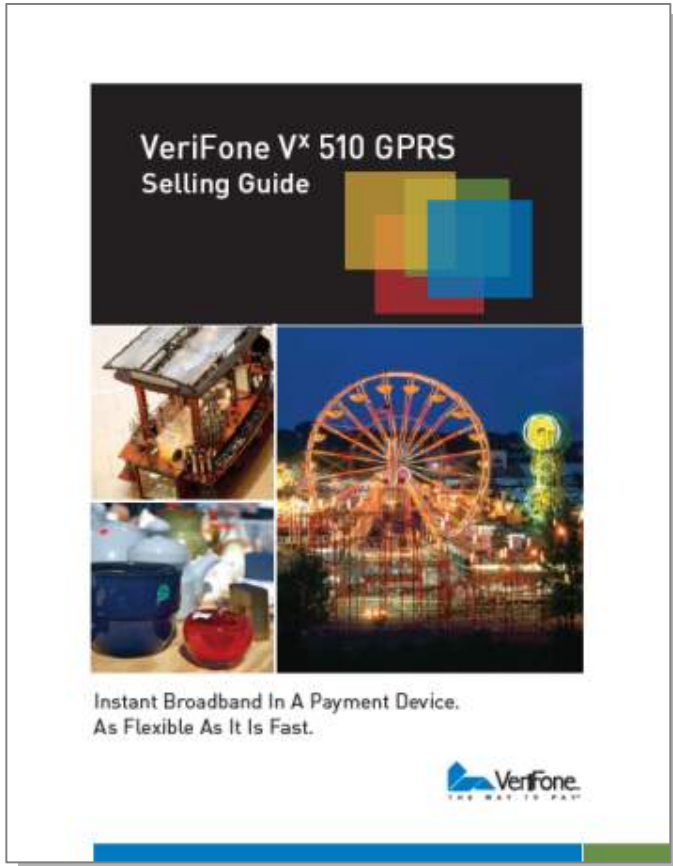
Vx 510 GPRS and Vx 510 Ethernet



- Class A certs
 - TSYS (Ethernet only)
 - Chase (Ethernet only)
- Class B certifications
 - Apriva (Ethernet only)
 - Chase (GPRS)
 - FD Omaha (Ethernet)
 - Global (both)
 - TSYS (GPRS)
 - Elavon (both)



For a detailed Approval Matrix please visit
www.verifonezone.com



GPRS Selling Guide

- Goal to simplify the sell for the broader audience
- Distinct differences between selling countertop wireless vs mobile
- Clearly defines
 - Market need
 - Value proposition for Merchants and Resellers
 - Benefits of GPRS wireless network
- Available in .pdf book format (on The Zone)
- Part of demo kit

- V^x 510 GPRS Sales Demo Kit
 - Intended for the “Feet on the street”

- Contents:

- V^x 510 GPRS (Secured)
 - Coverage finder application
 - SoftPay demo
- CD with merchant sales sheets & GPRS Selling Guide



- Available via *The Zone*



BROADBAND PERFORMANCE

Vx 510 GPRS

**FAST, SECURE, AFFORDABLE
TAKE BUSINESS TO NEW PLACES**

The Vx 510 GPRS gives you high speed without the high cost. Flexible. Easy to install. The Vx 510 GPRS requires only wireless service and a power source. No network installation or DSL connection required. Plus, the Vx 510 GPRS eliminates the problem of using the same phone line for both transactions and business. The Vx 510 GPRS. Power up.

Merchant Sheet
(add your logo to the back)

BENEFITS AT A GLANCE

- Superior performance for faster transaction processing
- Choice of dial or Ethernet connectivity
- Mobile payment and value-added applications
- FIS FIS approved advanced security including SSL

Ultra-High Performance with Flexible, Secure Communications

The Vx 510 offers a choice of two connectivity options. Ethernet provides the most communications options above both in that capability to be used today (despite scheduled to Ethernet at any time. Bluetooth with existing broadband service can immediately process payments. It's a more reliable and future proof.

The Vx 510 Ethernet Vx 510 also offers the same and much wider security protections, including SSL, DES encryption, MasterCard P2U, MasterCard and 3D-Secure. Key management and flexibility for authentication — along with VeriFone connector reliability and quality.

Vx 510 Ethernet

Big Things in a Small Package

Acquirer Sheet




LOW COST BROADBAND SOLUTION FOR MERCHANTS WIN.

RECURRING REVENUE STREAM FOR ISO'S WIN.

Meet the industry's win-win countertop solution. The newest member of VeriFone's best-selling family of products, the V1110 GPRS is the device for merchants who want high speed, not high cost. And for ISO's looking for recurring revenue. Flexible. Affordable. Easy to install. The GPRS only requires wireless service and a power source. No network installation, no DSL—eliminating the problems of using the same phone line for both transactions and business. The V1110 GPRS. Five years and the advantage.

Visit www.verifone.com to learn more




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MERCHANT SAVES MONEY DONE.

ISO MAKES MONEY DONE.

EASY, FAST & FLEXIBLE DONE.

Fast. Affordable. It's a done deal. The newest member of VeriFone's best-selling family of products, the V1110 GPRS is the countertop solution for merchants who want high speed without the high cost. Flexible. Easy to install. The V1110 GPRS only requires wireless service and power source. No network installation, no DSL—eliminating the problems of using the same phone line for both transactions and business. Available for V1110 GPRS, use wireless capabilities and recording ISO revenue (with standard V1110 GPRS). Business has never been done better.

To order call: The Payment Group at 800.899.4322. PIN Personal at 800.876.2008. Option 0 or your VeriFone sales representative.

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ISO MAKES MONEY DONE.

EASY, FAST & FLEXIBLE DONE.

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MERCHANT SAVES MONEY SIGNED.

ISO MAKES MONEY SEALED.

EASY, FAST & FLEXIBLE DELIVERED.

Sealed. The solution for those looking for an alternative to their current ISO. The V1110 GPRS is the newest member of VeriFone's best-selling family of products, offering speed, flexibility and easy installation. The GPRS only requires wireless service and a power source. No network installation, no DSL—eliminating the problems of using the same phone line for both transactions and business. The V1110 GPRS. Signed. Sealed. Business has never been done better.

To order call: The Payment Group at 800.899.4322. PIN Personal at 800.876.2008. Option 0 or your VeriFone sales representative.




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Ads

GPRS Vertical-Focused Flyer



Verifone
THE WAY TO PAY™

**GPRS HIGH SPEED.
AS FLEXIBLE AS IT IS FAST.**

With GPRS, the connectivity is fast and the opportunities are huge. With this instant broadband solution, all it takes to have high-speed transactions is a power source. No network installation, no DSL, no Ethernet. Verifone offers GPRS connectivity and simple installation, making it the affordable, powerful counterparty connectivity solution.

A DIRECT LINE TO SUCCESS
Other customer service is a drag. Now merchants can make high-speed payments whenever there's an electrical outlet. Verifone's VP solutions require only wireless service and a power source, and they're ready to go—effectively eliminating the problem of using the same phone line for transactions and business.

EVERYONE WINS
Affordable speed for merchants. Monthly revenues for ISOs. GPRS offers ISOs the opportunity to sell to merchants who need high speed but don't have the infrastructure to support Ethernet. GPRS is definitely a win-win.

SAFETY AND SECURITY
PCI DSS and ISO 27001 approval ensures every transaction is safe and critical card data is secure.

And it's all from Verifone. The trusted leader in innovative payment processing.

Visit www.verifone.com for more information.

PERFECT FOR A VARIETY OF ENVIRONMENTS.

ATM	Gas Station	Hotel	Point of Sale
Car Wash	Convenience Store	Restaurant	Retail Store
Event	Fast Food	Gas Station	Hotel
Gas Station	Hotel	Point of Sale	Retail Store

ISO 27001

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V^x Family Flyer



Verifone
THE WAY TO PAY™

**V^x 510 FAMILY
THE INDUSTRY'S MOST COMPLETE
FAMILY OF SOLUTIONS.**

OPEN **TICKETS**

The complete V^x 510 family offers a solution for every need, expertly encompassing the entire merchant portfolio. Verifone's line of cost-effective counterparty solutions offers sought-after features and connectivity options that open the door to new opportunities.

When There's A Need, There's A V^x 510.
From the efficient V^x 510 and the performance plus V^x 510 to the high-speed V^x 510 Enterprise and versatile V^x 510 GPRS, each V^x 510 device which is open for all unique settings is backed by shared family traits. Take business to profitable new places with the V^x 510 family.

- V^x 510 - Ideal for small merchants and offers big features in a space-saving size.
- V^x 510 Enterprise - Ideal, connecting speeds transactions and offers the robust memory for value-added applications such as loyalty and gift cards.
- V^x 510 GPRS - Instant broadband connection that can be used anywhere there's a power source.

Shared Traits. Uncommon Abilities.
Each V^x 510 runs on the proven VP platform with the same familiar user interface. Plus, they also are easy to install at the site level. All are PCI P2E approved to ensure compliance with the most stringent security standards. Our team's common foundation with their rich set of assets and V^x 510 connectivity is the foundation of functional parity.

All from Verifone. The trusted leader in payment processing.

Visit www.verifone.com for more information.

	V ^x 510	V ^x 510 Enterprise	V ^x 510 GPRS
Speed	+	+	+
Reliability	+	+	+
Scalability	+	+	+
Flexibility	+	+	+
Space-saving	+	+	+
High-speed	+	+	+
Mobile	+	+	+
Value-added	+	+	+
Applications	+	+	+
Connectivity	+	+	+
Cost	+	+	+
Memory	+	+	+
Support	+	+	+
Instant Broadband	+	+	+

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Materials available on www.verifonezone.com



Lori Breitzke

Marketing Programs Director

lori_breitzke@verifone.com

Scott Henry

Product Marketing Director

scott_henry@verifone.com