



# In Store

Terminals,  
PIN Pads and  
Point-of-Sale Systems  
for Retail and Office

## First Data FD35 PIN Pad

This comprehensive device accepts PIN and signature debit cards, all major credit cards, gift and EBT cards. Customers can insert their chip card into the EMV card reader, tap their contactless card, or swipe a traditional card through the magnetic card reader – all without relinquishing control of their card.

In addition, the FD35 device enables mobile phone payments that help merchants drive loyalty and repeat business by generating and redeeming special offers.

The FD35 device features an ergonomic keypad, visual display prompts, lights and audio cues, which simplify the payment process. It's an ideal solution for merchants who need to handle a high volume of small-ticket transactions and wish to be ready for future security guidelines.

### Specifications

#### Features

- PCI compliant
- USB connectivity with First Data certified terminals
- Interactive payment process with lights and audio cues
- Accepts
  - Chip-and-PIN-enabled (EMV) cards
  - Contactless (NFC) Apple Pay and other devices
  - Magnetic stripe

#### Dimensions

- 6.5L X 3.25W X 2H

#### Upgrades

- |           |             |
|-----------|-------------|
| · FD50    | · FD130 DUO |
| · FD50Ti  | · FD200     |
| · FD100Ti | · FD200Ti   |
| · FD100   | · FD300     |
| · FD130   | · FD300Ti   |



FD35

## Payment Card Processing Designed for Your Business

Our comprehensive service offerings enable solutions customized for your business. Better yet, our cost-plus pricing displays exactly what you are paying card issuers, card associations and Indigo. It's the same pricing method used by the largest retailers in the world.

Every client receives a written proposal detailing expected savings, and we back that proposal with our industry-leading guarantee. You will always see exactly what you are being charged. You will never experience a distorted monthly bill with tiered pricing, bill backs, or other deceptive practices. There is never a start-up fee. We will never raise our rates. And you will never pay to leave.

## How It Works

### Settlement Model

Understanding your business's cash receipts is vitally important. Indigo provides access to online tools to reconcile daily payments with processing activity. Now you can customize how funds and billing are paid and received to minimize the time required to reconcile payments. Whether you need fees deducted from a different account than your deposits, an ACH for each batch, or one ACH for all daily activity, we offer setup options to meet your needs.

### Acceptance Devices

Offering the highest level of compatibility in the payment industry, Indigo supports almost every mobile device, terminal, gateway, Internet shopping cart and point-of-sale solution. Most of our customers do not have to change processing software or buy new equipment to experience Indigo. When the industry requires changes because of PCI, EMV, or contactless payments, Indigo provides you with all the available options.

## A Core Commitment to Service

Expect incredible service from Indigo. Success is determined by your satisfaction, not short call times or one-call resolutions. We also help you keep as much of your money as possible via:

### PCI Assistance

We proactively work with your business to become PCI compliant and avoid penalties.

### Chargeback Support

We contact you when one of your customers initiates a chargeback, helping you to respond in a timely manner. This maximizes the probability of winning the dispute and retaining your money.

### TIN Validation

Processing accounts should have tax identification numbers and business names that match IRS records. If your business does not match, we contact you to obtain the correct tax information to avoid monthly penalties and the potential of money being withheld from your daily settlement.

**Indigo.** Earning your business one transaction at a time.