INNOVATIVE QUICK-PAY PROGRAMS
from card associations together with recent advances in terminals and telecommunications have combined to abate traditional QSR resistance to credit and debit card payment. Those QSRs who have adopted Internet Protocol communications have actually discovered that credit and debit processing speeds up lines, while card payments have been shown to generate higher ticket sales.

All the Right Places
As the industry pioneer, it is not surprising that payment solutions from VeriFone are currently in use at many of the largest and most popular QSRs. In fact, we provide hardware and software solutions for 9 of the top 10 chains.

VeriFone is also working with the card associations and several top QSR chains in national rollouts of contactless payment, which uses RFID signals instead of the traditional card swipe, so that cards never have to leave consumers’ hands. Contactless modules can easily be added to VeriFone products like the Omni 7000 right in the field.

Payment Solution Options
VeriFone offers a variety of configuration options, from stand-alone terminals to integrated customer-activated systems to contactless payments. All designed to keep the lines moving, both inside and at the drive-thru lanes.

The Omni 3750 is the preferred solution for stand-aside payment processing and features multi-application capability, a mag-stripe reader, internal PIN pad, integrated thermal printer and a large ATM-style display in a unique “hand-over” design. VeriFone's PINpad 1000s and SC5000 add powerful customer-facing capabilities to the Omni 3750 for merchants looking to capitalize on the rapid growth of debit, EBT, loyalty and other PIN-based transactions. And the Omni 7000 family features a range of customer-facing systems that can be easily integrated with ECR systems and equipped with everything from contactless RFID to signature capture.

All VeriFone payment solutions feature intuitive, ATM-style interfaces that virtually eliminate training and greatly reduce clerk errors, along with applications that are easy to customize to meet individual needs.

VeriFone also provides integrated payment software. PCCharge is VeriFone's Windows-based payment processing software that provides a host of powerful features and improved performance at the point of sale. IPCharge is a Web-based, hosted service that securely processes payments in real time over the Internet.

The Future of Electronic Payment
Once QSR operators adopt electronic payment, the next step will be to fully capitalize on their investment. For example, many QSRs are already working on gift card and loyalty programs that have been proven to generate incremental revenue. With its pioneering multi-application architecture, VeriFone provides solutions that securely and efficiently handle payment and value-added applications on the same system.

About VeriFone
VeriFone Holdings, Inc. is a global leader in secure electronic payment technologies. VeriFone provides expertise, solutions and services for today with a migration strategy for tomorrow. VeriFone has shipped over eleven million electronic payment systems since inception in 1981. The company is publicly traded on the New York Stock Exchange under the symbol: PAY.

For more information, visit www.verifone.com or call 1-800-VERIFONE.