



# OMNI 3740

**BIG BRAIN. SMALL FOOTPRINT. UNBEATABLE VALUE.**

**THE VERIFONE OMNI 3740** terminal packs performance, convenience, and an exceptional range of payment capabilities into an ergonomic “hand-over” device that can be easily passed to customers for PIN entry. Compact, all-in-one design combines a mag-stripe reader, internal PIN pad, and quiet, fast thermal printer. This makes the terminal easy to install and keeps your countertop clutter-free. And because it runs VeriFone’s Verix multi-application architecture, you can support more than just electronic payment transactions. Value-added applications like pre-paid phone cards, loyalty programs, gift cards and age verification can help improve customer service. In addition, a user-friendly ATM-style interface and large backlit display simplify clerk training and minimize costly errors. The result is an unbeatable value — today and tomorrow.



# OMNI 3740

## FEATURES & BENEFITS

### *Extraordinary Ease of Use*

- Plug-and-play terminal is simple to install and even simpler to use
- Bold, stylish profile conserves counter space and is ergonomically designed so that the terminal can easily be handed to customers for PIN entry or other input
- Intuitive ATM-style interface, large backlit display, large keys, and easy-to-read menu prompts reduce clerk training and minimize user errors
- Integrated, high-speed thermal printer with "clam shell" design features drop-in paper loading, to virtually eliminate jams
- A flashing LED alerts clerks to low paper levels

### *Countertop Power and Flexibility*

- All-in-one design includes vertical magnetic-stripe card reader, internal PIN pad and integrated thermal printer to support a full range of payment and value-added applications
- 32-bit processing and multi-tasking capabilities provide for maximum customer throughput
- Exceptional graphics-handling allows you to efficiently display and print logos, graphical fonts, and character-based languages when needed
- VeriFone's SoftPay software supports payment requirements tailored specifically for your environment — whether you run a retail shop, restaurant, or mail-order business
- Upgradable communications module supports a wide range of options including dial, Ethernet, Wi-Fi, CDMA and GPRS
- Support for all VeriFone PIN pads, check readers, and smart card readers allows you to expand options as your payment needs evolve

### *Expandable Architecture for Money-Making, Value-Added Applications*

- VeriFone's acclaimed Verix multi-application architecture will allow you to enhance customer service and even generate additional revenue by securely supporting payment and value-added applications — such as gift cards, loyalty, advertising, and age verification — on the same terminal
- Terminal protections include tamper-evident casing to resist unauthorized intrusion and a broad spectrum of software-based security features that help protect you against theft and fraud



*Omni 3740 terminals put countertop convenience and performance in the palm of your hand, with an array of payment and value-added capabilities built into this sleek, simple-to-use device.*



*A "clam shell" printer facilitates drop-in loading, virtually eliminating paper jams.*



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