

THE BEST OPPORTUNITY IN THE PAYMENT MARKET

DISPELLING THE MYTHS OF **WiRELESS**



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TRANSFORM THE
OBJECTIONS
OF YESTERDAY
INTO THE
OPPORTUNITIES
OF TODAY!

 **VeriFone**
THE WAY TO PAY™

THE NEW VERIFONE WIRELESS

EASY SET-UP, MORE SUPPORT, BETTER COVERAGE.

“We talk on cell phones,

check email in airports, surf the Web in coffee shops, and listen to music via satellite. Nearly everything in the world is going wireless, and payments are no exception.”

Doug Bergeron, CEO
VeriFone, Inc.

A NEW ERA OF WIRELESS

Forget what you think you know about wireless. It's time to enter the new world of wireless with VeriFone.

As the industry leader, we've taken great strides to ensure that our new wireless technology is **easier to use**, has **unparalleled product support** and harnesses the **vast coverage** of all the major wireless networks.

By selling VeriFone Wireless solutions, you and your merchants will have the **peace of mind** that can only come from the **advanced technology** and **industry-leading reliability** of VeriFone.

This sales guide will show you the benefits of selling VeriFone Wireless solutions by dispelling some common myths surrounding wireless payment technology. By understanding the truth behind these myths, you can easily **expand your sales opportunities** with existing merchants – as well as break into emerging wireless markets.

MYTH #1: SET-UP IS COMPLICATED

REALITY: Leading US processors and resellers have VeriFone Wireless solutions in stock and set-up is plug-and-play.

“I couldn't believe how fast I got my wireless device up and running. I took the device out of the box, plugged it in, made a phone call and I was instantly connected!”

SELLING TIP: Let merchants know that setting up their wireless device is as easy as setting up a cell phone – in fact, they can be up and running the same day they receive their equipment!

MYTH #2: THERE'S NO SUPPORT

REALITY: All major processors are on board – many with Class A help desk support.

“I was surprised at how knowledgeable my processor’s help desk was when it came to my wireless device. Their diagnostic and troubleshooting tools are great, and it’s a comfort knowing help is only a phone call away.”

SELLING TIP: Lack of help desk support is one of the primary concerns about wireless payment solutions. When talking to merchants, bring an overview of help desk services – including diagnostic and troubleshooting tools in your pitch book.

MYTH #3: COVERAGE IS SPOTTY

REALITY: Nationwide networks now provide the most expansive and reliable coverage ever.

“I’ve found that my new wireless device gets far better coverage than I ever did with my Mobitex device. In fact, it has been just as reliable as my land line.”

SELLING TIP: Use coverage maps to show how far-reaching wireless is – and compare coverage to older networks like Mobitex. Several websites also provide more detailed coverage maps that allow merchants to check coverage down to their own neighborhood!

MYTH #4: IT'S EXPENSIVE

REALITY: Cell rates are actually very economical and merchants can save with PIN-debit and lower fees for swiped transactions.

“I knew I’d save money with PIN-debit, but didn’t realize that my mid- and non-qualified transactions would be virtually eliminated. Now almost all my transactions are swiped, which saves me even more than I anticipated. On top of that, my wireless fees aren’t nearly as expensive as I thought they would be.”

SELLING TIP: Show your customers the hard and fast savings! Evaluate their processing statements to show them the savings from PIN-debit and improved qualification levels. And compare the fees for landline phones vs. cellular service to show them just how affordable wireless fees really are.

As the industry leader, we've taken great strides to ensure that our new wireless technology is easier to use, has unparalleled product support and harnesses the vast coverage of all the major wireless networks.

MYTH #5: MERCHANTS DON'T NEED IT

REALITY: Wireless expands electronic payments – it can reduce chargeback risks and increase customer satisfaction and merchant flexibility.

“I never thought I would need or use a wireless device in my shop. But now that I have it, I don't know how I lived without it. We've used our wireless device for line busting and sidewalk sales. We've also redesigned our storefront, and it's great that our checkout stations weren't tied to phone lines.”

SELLING TIP: Show your merchants new ways to use wireless: line busting, sidewalk sales, redesign of storefronts, etc. Additionally, show them the savings and increased protection they'll get from swiping transactions that they could only key with a wired solution.

MYTH #6: WIRELESS TRANSACTIONS ARE SLOW

REALITY: New and improved technologies enable high-speed communications and transaction times as fast as 2 – 3 seconds.

“I was shocked at how fast the device processed transactions. I was expecting 30 seconds or a minute, and instead it was only few seconds! My customers are happy too – after all, no one likes to wait.”

SELLING TIP: Let the device speak for itself! Let your customer run a demo to see just how fast it really is!

MYTH #7: WIRELESS INFORMATION CAN BE INTERCEPTED

REALITY: VeriFone Wireless solutions employ state-of-the-art encryption practices and adhere to the strictest security standards in the industry.

“Initially I was worried about using a wireless device – I didn’t want my customers’ card information to be hacked. I’ve since learned that VeriFone Wireless solutions are just as secure as traditional dial devices.”

SELLING TIP: Tell your customers that transactions on wireless solutions are just as secure – if not more so – as data on a dial device. All transactions processed on VeriFone Wireless solutions go through intense encryption processes.

MYTH #8: THE EQUIPMENT IS FLIMSY

REALITY: VeriFone’s Vx 610, Vx 670 and NURIT 8000S were built for mobile use, are field-proven and meet VeriFone’s industry-leading standards of durability and reliability.

“I own a restaurant, so it was really important to me to have a device that can survive being dropped, getting wet, etc. The Vx 670 does exactly that. It’s taken a lot of abuse and still continues to work like the day it came out of the box.”

SELLING TIP: VeriFone devices are the most durable and reliable in the industry – and our wireless solutions are even more rugged. For example, the Vx 670 has been engineered to be both spill-resistant and drop-proof.

MYTH #9: THERE’S NOTHING IN IT FOR ME

REALITY: Selling VeriFone Wireless solutions allows you to take advantage of emerging markets – going beyond traditional retail and restaurant merchants. Personal services, contractors, remote and mobile businesses are perfect candidates for VeriFone Wireless solutions. What’s more, with retention rates that rival those of proprietary devices, VeriFone Wireless solutions help increase your merchant retention!

And that means more money for you!

- There’s never been a better time to introduce your existing merchants to wireless – or to take advantage of sales opportunities in non-traditional verticals.
- The market is growing, and early adopters will be the ones who gain the most!

Learn more at VeriFoneZONE.com/wireless

Wireless Products

Value-added applications generate more revenue opportunities through gift and loyalty programs and prepaid services

ATM-style interface, large keys, large backlit display with bold menu prompts, and ergonomic design provide a friendly experience for users and employees alike

High-speed thermal printer with "clam shell" design and drop-in paper loading virtually eliminates jams and faster printing means shorter transaction times



V^x 610 Portability Means Flexibility

Integrated PIN pad allows clerks to easily hand over the device to customers for PIN entry

Long-life battery makes all-day use possible

Modular design allows you to take advantage of the latest technologies and provides coverage virtually anywhere using CDMA, GPRS, Wi-Fi and Bluetooth technology

Powerful processor handles transactions in seconds, not minutes, so customers can pay and go

High-contrast, white backlit display and ample keypad area with blue backlighting allow easy readability in diverse lighting environments

High-capacity 7.2 volt 1800 mAh lithium-ion battery can be swapped quickly with one hand

Sleek, all-in-one design makes it easy to hand over to customers for PIN entry

V^x 670 Radical Revolution at Hand

PCI approved design along with tamper-resistant construction and end-to-end SSL protocols provide unmatched security for merchants and their customers



High-speed thermal printer with dual-tear bar and 38 mm paper roll is quiet and fast – getting receipts into customers' hands quickly and easily

Wi-Fi and GPRS connectivity allows payment processing virtually anywhere

Easily readable touch screen with graphical display and signature capture maximizes flexibility, convenience and ease of use

Support for GSM/GPRS, CDMA and Wi-Fi networks provides far-reaching connectivity from inside the store to the customer's door

Large RAM and Flash memory supports multiple applications provides more revenue-generating opportunities for merchants

Optional vehicle adapter keeps mobile merchants powered up and allows for convenient mobile recharging

Internal PIN pad with triple-DES encryption provides high-grade security and peace of mind for merchants and customers

NURIT Control Center Streamlined Management provides a wide range of market-specific applications from a single device




NURIT 8000S

Secure Palmtop Solution



QUICK FACTS

- VeriFone Wireless solutions represent the best moneymaking opportunity in the payments market today
- The wireless market – including mobile services, delivery, outdoor merchants, sidewalk sales and mall kiosks – is largely untapped
- Improved wireless technologies provide more reliable and far-reaching coverage options
- Wireless devices and service packages have never been more affordable
- VeriFone Wireless solutions are more durable, reliable and faster than ever before



Welcome to the new wireless world of VeriFone. We've taken great steps to make wireless a turnkey solution by simplifying the setup, increasing support and harnessing the coverage of major networks. Wireless is the fastest growing segment in the POS industry, with untapped vertical markets providing a monumental opportunity for sales growth.

To learn more about VeriFone's industry-leading wireless solutions, visit www.verifonezone.com/wireless today.

