



OMNI 3730LE

**A HARD WORKING TERMINAL
THAT'S EASY ON YOUR BUDGET**

EVERYTHING YOU WANT. JUST WHAT YOU NEED. Part of the proven Omni 3700 family, the Omni 3730LE is a hard-working, reliable payment terminal that will earn its keep, day after day. Need a full range of payment capabilities? The Omni 3730LE makes quick work of debit, credit, and check authorization transactions. Want a terminal that requires virtually no training and reduces costly errors? The Omni 3730LE has an ATM-style interface that's instantly intuitive for even your newest hires. Need more? The integrated thermal printer — with trouble-free, drop-in paper loading — and a built-in PINpad keep your countertops clutter-free. Plus, the lightweight, ergonomic device can be easily handed to customers for PIN entry. One more thing — the VeriFone name means that your terminals will continue delivering unsurpassed value for years. It's good to know that no matter how your business grows or changes, you can count on the payment leader: VeriFone.





FEATURES & BENEFITS

What You Want

- Efficient processing and high-speed thermal printer quickly move customers through the line.
- Terminal accepts magnetic-stripped debit, and credit cards.
- Intuitive ATM-style interface, large backlit display, ergonomic keys, and bold menu prompts minimize clerk and customer-entry errors.
- Industry-leading SoftPay software provides extensive and flexible support for all of your payment needs.
- Plug-and-play terminal is simple to install.
- Compact footprint saves counter space — lightweight device can be easily handed to customers for PIN entry.

What You Need

- Multi-merchant capabilities allow several retailers to use the same terminal with appropriate protections.
- Quiet, integrated thermal printer features “clam shell” design for drop-in paper-loading, to virtually eliminate jams, while a flashing LED alerts clerks to low-paper levels.
- Vertical, triple-track card reader improves read rates and accommodates all magnetic-stripe cards, including driver’s licenses.
- Supports a variety of peripherals, such as check readers for electronic check processing.
- Graphics-handling capabilities of both the display and printer quickly render logos, special fonts, and character-based languages.
- VeriCentre file compression and high-speed dial modem streamline downloads.

What You Can Rely on

- Latest security features include advanced 3DES encryption, Master Key/Session Key and Derived Unique Key Per Transaction (DUKPT) key management, and sophisticated VeriShield file authentication and tamper resistance — plus it’s Visa PED-approved for PIN-based transactions.
- VeriFone’s unsurpassed quality and reliability means trouble-free usage for years.

OMNI 3700 FAMILY OF PRODUCTS

Features	Omni 3730LE	Omni 3730	Omni 3740	Omni 3750
Supports mail order and phone orders	✓	✓	✓	✓
Small ticket support	✓	✓	✓	✓
Customized tip parameters	✓	✓	✓	✓
Detailed reporting	✓	✓	✓	✓
Receipt customization	✓	✓	✓	✓
Fraud control features	✓	✓	✓	✓
Processes debit payments	✓	✓	✓	✓
Processes credit payments	✓	✓	✓	✓
Processes check payments	✓	✓	✓	✓
Offers multi-merchant capabilities	✓	✓	✓	✓
Drop-in paper loading	✓	✓	✓	✓
Integrated PINpad	✓	✓	✓	✓
Supports third party value-added applications		1	3+	3+
Class A certifications			MOST	ALL
128-bit SSL secured IP communications			✓	✓
“Future proof” upgradeable communications			✓	✓
Ethernet port option			✓	✓
Wi-Fi 802.11b wireless LAN option			✓	✓
Verizon Wireless CDMA cellular IP option			✓	✓
AT&T Wireless GPRS cellular IP option			✓	✓
EMV 4.0 smart card option				✓



www.verifone.com