

# 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 affordable, 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 PINpad, 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.



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## 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 PINpad 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.
- Modular design allows certain features to be field-upgraded in the future, further protecting your investment.
- Support for all VeriFone PINpads, 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.*



[www.verifone.com](http://www.verifone.com)

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