



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.

APEX Call Today! **903-451-9590**

Visit: americanpaymentexchange.com

VeriFone
THE WAY TO PAY™

© 2005 VeriFone, Inc. All rights reserved. VeriFone, the VeriFone logo, Omni, SoftPay, and Verix are either trademarks or registered trademarks of VeriFone in the United States and/or other countries. All other trademarks or brand names are the properties of their respective holders. All features and specifications are subject to change without notice. 06/05 45359 5M/VM Rev C