



# Genius®



## THE POWER OF PAYMENT PROCESSING IN THE PALM OF YOUR HAND

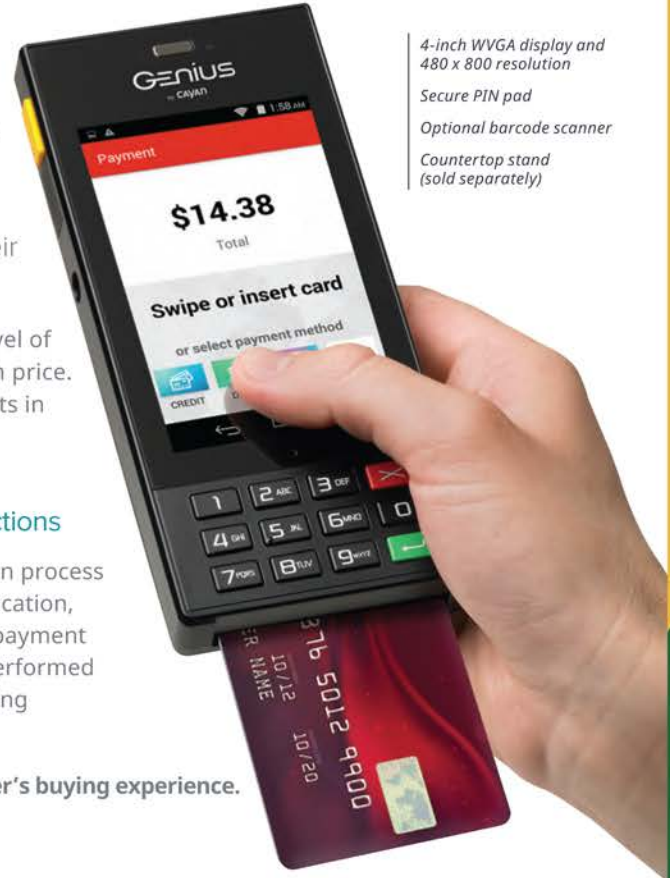
Today's informed consumers expect a more personalized and convenient shopping experience. With **Genius® Handheld**, that's precisely what your sales team will be able to provide. Genius Handheld allows your sales associates to come out from behind the counter, engage one-on-one with customers, and process their preferred payment type anywhere on the sales floor.

Empowering sales associates with Genius Handheld lets them provide a level of service that can influence customers' purchasing decisions even more than price. Expedited payment processing boosts the likelihood of each sale and results in greater customer satisfaction.

### The secure, simple, and efficient solution for your customer transactions

From mobile payments to EMV/chip cards to gift cards, Genius Handheld can process them all. When linked to a mobile POS tablet or pre-loaded with a POS application, Genius Handheld enables sales associates to securely accept a customer's payment on the spot. And with the cloud-based technology of Genius, updates are performed remotely. Regulatory changes, feature enhancements, and new and emerging payment types are seamlessly delivered to all of your store's devices.

The results? No hassles, no headaches, and a greater focus on your customer's buying experience.



4-inch WVGA display and 480 x 800 resolution  
Secure PIN pad  
Optional barcode scanner  
Countertop stand (sold separately)

Use cases for Genius Handheld:	Risk-reducing measures:	Additional features:
<ul style="list-style-type: none"> <li>• Line-busting to minimize the wait to pay</li> <li>• Turn store clerks into consultative personal shoppers</li> <li>• Facilitate sidewalk sales to capture additional customers</li> <li>• Save countertop space by placing the device on an optional stand</li> <li>• Bringing the payment device to the customer on the sales floor</li> </ul>	<ul style="list-style-type: none"> <li>• Handling of cards by employees no longer necessary</li> <li>• Eliminating "friendly fraud" from individuals targeting businesses without EMV</li> <li>• Simplifying PCI validation</li> <li>• Removal of sensitive card data from the POS</li> <li>• PA-DSS Certified</li> </ul>	<ul style="list-style-type: none"> <li>• Gift card processing and loyalty programs</li> <li>• Intelligent credit/PIN debit steering</li> <li>• Refunds with or without receipt</li> <li>• Full-color, touch-screen display</li> <li>• Digital signature capture</li> <li>• Manual/Key entry</li> <li>• Tip configuration</li> </ul>



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