



# OMNI 3730

Beyond the Basics

**BIG ON WHAT MATTERS  
AND SMALL WHERE IT COUNTS**

## PERFORMANCE, PRACTICALITY, AND A PROVEN FAMILY NAME

The Omni 3730 is the ideal choice for merchants who know exactly what they want today. Part of the time-tested Omni 3700 family, the terminal efficiently processes debit and credit payments, and will even support one value-added application. Clerks can easily hand over the lightweight, ergonomic device to customers for PIN entry. The Omni 3730's backlit display, easy-to-read menu prompts, and intuitive ATM-style interface reduce the chance of entry errors by customers or clerks. In addition, the terminal's integrated thermal printer and internal Visa PED-approved PINpad keep your countertop clutter-free. Finally, the VeriFone name is your assurance of unsurpassed long-term value and reliability at the POS. So no matter how your business grows, VeriFone has the perfect terminal to fit your needs.



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Beyond the Basics



## FEATURES & BENEFITS

### Performance

- Efficient processing and high-speed thermal printer quickly move customers through the line.
- Multi-tasking and ample memory support payments and one value-added application such as loyalty or gift card.
- VeriCentre file compression and high-speed dial modem streamline downloads.
- Graphics-handling capabilities on both the display and printer quickly render logos, special fonts, and character-based languages.
- Vertical, triple-track card reader improves read rates and accommodates most magnetic-stripe cards.

### Practicality

- Compact footprint saves counter space.
- Plug-and-play terminal is simple to install and even simpler to use.
- Intuitive ATM-style interface, large backlit display, ergonomic keys, and bold menu prompts minimize clerk training and reduce errors.
- Quiet printer features "clam shell" design for drop-in paper loading, to virtually eliminate jams, while a flashing LED alerts clerks to low paper levels.
- Latest security features are built in.
- Visa PED approved internal PINpad meets latest standard for secure PIN entry.
- Supports a variety of peripheral devices so you can add capabilities such as automatic check reader for latest check fraud reduction programs.

### Proven Family Name

- VeriFone's unsurpassed quality and reliability means trouble-free usage for years.
- Omni 3730 is an addition to the proven line of Omni 3700 family of terminals.
- Industry-leading SoftPay software provides a flexible and familiar environment.

## SPECIFICATIONS

### Processor

32-bit ARM 9 microprocessor

### Memory

3 Mbytes (2 Mbyte of Flash, 1Mbyte of SRAM)

### Display

128 x 64 pixel graphical LCD with backlighting; supports 8 lines x 21 characters

### Magnetic Card Reader

Triple track (tracks 1, 2, 3), high coercivity, bi-directional

### Keypad

3 x 4 numeric keypad, plus 8 soft-function keys and 4 screen-addressable keys

### Peripheral Ports

Two RS-232 ports and 1 telco port to support peripherals including PINpads and check readers

### Printer

Integrated thermal with graphics capabilities, 18 lines per second, 24 or 32 columns; standard roll paper 58 mm (2.25 in.) x 25M, single ply

### Modem

Standard 14.4kbps

Dial modem (Bell 103/212a, CCITT V.21/V.22/V.22bis, 300/1200/2400/14.4kbps, synchronous and asynchronous)

### Protocols

Application selects between asynchronous protocols (Visa 1, Visa 2, and others) and synchronous protocols (including ISO 8583/SDLC)

### Security

3DES encryption, Master/Session and DUKPT key management; Visa PED approved; VeriShield file authentication

### Physical

Length: 209 mm (8 in.); Width: 102 mm (4 in.); Height: 72 mm (2.8 in.)

Weight: Terminal/480 g (1.06 lbs.), Full shipping/1,306 g (2.8 lbs.)

### Environmental

0° to 40° C (32° to 104° F) operating temperature; 5% to 90% relative humidity, non-condensing



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