

# Hypercom® Optimum M4240

Portable Wireless Point-of-Sale Solution

**Accept Payments  
Anywhere With Bluetooth  
Wireless Portability**



## Benefits at a Glance

- Ideal for pay-at-table restaurants, handover counters, or any non-counter customer present environment
- Improve your customer experience and cardholder security by bringing the point of payment to your customer
- Uses cutting edge Bluetooth radio technology to communicate with its base unit

The Hypercom® Optimum M4240 is Hypercom's wireless terminal for use in environments where greater flexibility is required. Using secure Bluetooth technology, the Optimum M4240 can be taken directly to the cardholder for card authentication and PIN entry, improving customer service and convenience. Combine that with the M4240's compact design and intuitive interface and it is the perfect solution for short range wireless markets such as Pay-at-the-table or installations where traditional connectivity is costly or prohibitive.

With its robust and ergonomic design, the Optimum M4240 is ideally suited for merchants operating in retail outlets, restaurants, cafés, bars, hotels and other points of sale where enhanced customer service is of the essence.



# Hypercom® Optimum M4240



## Portability Means Flexibility

- “Power-Amp” Bluetooth technology, providing the best connectivity over the greatest distance.
- The Bluetooth enabled Access Point features IP or dial communications and an RS-232 port for the most secure direct pairing and can be mounted anywhere for optimal range and performance.
- Accept card transactions anywhere, anytime – instantly add an extra lane during sales, busy holiday seasons or peak store hours

## Easy to Use Design

- Great alternative to WiFi solutions as it is easier to install and does not require access to a customer’s sensitive network
- ATM-style keyboard is intuitive, simplifying training
- Compact design for clutter-free counter tops and integrated PIN pad allow you to easily hand over the device to customers for secure PIN entry

## Market Segments

- Retail
- Restaurant
- Lodging
- Small ticket sales
- Mail Order
- Telephone Order

## Increase Revenue With Value-Added Services

Besides boosting your profits by enabling you to accept credit and debit cards, Elavon terminals allow you to offer additional services to customers.

### Prepaid Gift Cards

Earn profits and build loyalty all year long with prepaid gift cards. By integrating gift cards into your terminal, you can strengthen your brand while adding a new stream of income to your business. Electronic gift cards encourage repeat business, attract new customers and boost sales all year long.

### Dynamic Currency Conversion (DCC)

Earn money while improving service for your international customers. With DCC, your international customers will know exactly what their total purchase is in their home currency at the time you process the transaction. Conversion rates are typically much more competitive than those at money exchange booths or hotels. Each transaction receipt shows the purchase amount in your currency, the conversion rate, and the total amount in the cardholder’s home currency. This makes it simple for travellers to reconcile purchases when paying card balances.

### Tourist Payment Service

When combined with DCC from Elavon, the Tax-Free Service automatically recognises cardholders who are eligible for international tax refunds and provides your customer with everything they need to reclaim international tax duties on the purchase of goods.

## Durable, Dependable & Portable Payment Terminal