

The power of the card.  
Captured here.



CentralPayment®

Inc. 500 | 500

2 Years – 2010 and 2011

A registered ISO/MSP of Wells Fargo Bank  
& First National Bank of Omaha

# Join forces.

We're Central Payment.  
Welcome to what we do best.

Central Payment equips businesses with the very best in transaction processing technology and services. We pride ourselves on our entrepreneurial spirit and diverse professional experience – an ingenious combination that maximizes profit opportunities for our customers. Our competitive pricing, around-the-clock customer support, and innovative technology sets the industry gold standard. The 40,000 – and counting – businesses we service produce more than 3.5 billion dollars in annual credit card sales. That number continues to grow every day. The future of your business is going to be big. We have the technology to support it.

Watch your revenue grow in every area of your business with Products and Services from Central Payment.



Acceptance of Visa, MasterCard,  
American Express and Discover Network

**Compatibility with your existing point-of-sale software** adds extra savings with Central Payment's services. Central Payment can convert most point-of-sale software such as Micros, PosiTouch, Maitre'D and SelbySoft, just to name a few. Save more with our low rates and unbeatable support.

**Keep your business in the know with MyStoreCentral.com** Log on and track your processing activity, view your account and terminal information, get online support, statements, and important detailed transaction reporting – all 100% free.

**Ensure security and reliability with PCI DSS Compliance**, a mandatory industry safeguard for point-of-sale operations. Central Payment's proactive approach helps your business become fully compliant with these new industry standards – quickly and effectively.

**Receive complete support for all four major card brands** directly from Central Payment. With our AMEX One Point program, merchants receive a single monthly statement and consolidated deposits for Visa, Mastercard, Discover and American Express transactions.



## One Card. Endless perks.

SpotOn is a simple loyalty and rewards system that helps you stay in touch with customers long after they've left your store.

**What you get:**

- Custom tablet
- Unlimited loyalty cards
- Smartphone app – a loyalty card on your phone
- A customized reward program that fits your business
- HotSpot, our one-of-a-kind software that lets you stay in touch with customers
- In-store marketing materials

## The new SpotOn has redefined loyalty programs.



**One Card Does It All.** Customers scan their rewards card or smartphone app each time they visit your business, or any other SpotOn merchant.



**Boost Business Instantly.** Tell customers about new offers in seconds. Use mobile notifications, social media, or email to get the word out quickly.



**No Fuss Check-Ins.** Your tablet logs customer visits quickly and accurately. No need to mess with your POS.



**Promote & Reward Word Of Mouth.** Customers can use social media to spread the word about your business to friends online.



**Create Unique Rewards.** A VIP parking spot. Menu item named in your honor. Swing at the piñata. Rewards don't have to be boring or break the bank.



**Know Your Business Better.** Powerful analytics let you track customer activity in real time with interactive graphs and charts.



# Get equipped.

## VX510

The Verifone Vx510 provides merchants with future-proof connectivity. It has built-in support for dial, and an option of combining dial and Ethernet. Dial can be used today, then switched to Ethernet at any time without added cost or inconvenience. Or merchants with broadband service already installed can immediately process payments through the always-on connection.



## NURIT 8020

The Nurit 8020 Wireless Solution not only feels comfortable to hold, it's the "right fit" for many businesses. Fast and flexible, it's everything you need in a compact handheld processing solution. No phone lines, no hassles, no clutter and virtually no waiting! The Nurit 8020 is ready when you are to process your customers' electronic transactions quickly, easily, and above all, securely.



## ROAMPAY

**ROAMPay converts your cell phone into a secure POS terminal.**

With the encrypted card reader, ROAMPay enables merchants to securely process electronic transactions on their mobile phone. ROAMPay supports most, Android, Apple and Blackberry devices, including tablets like the iPad and the Motorola Xoom. Regardless of what mobile device you have ROAMPay is the single solution for all.



## VIRTUAL TERMINAL E-COMMERCE PROGRAM

The ecommerce/virtual terminal program offers merchants a robust and full featured solution: An easy to use online virtual terminal with all the reporting features and functions that can be customized to meet the needs of the merchant. Full ecommerce integration including shopping carts for fast, seamless transaction processing.



## HioPOS® PLUS ALL-IN-ONE POINT OF SALE SYSTEM

The HioPOS®PLUS All-in-One Point of Sale System integrates all the features a merchant requires to run an efficient and effective business, but at a fraction of the cost of competing models.

Great features include:

- PA-DSS compliant
- Integrated processing platforms
- Credit Card/PIN Debit integration
- Graphical photo display of items
- Custom product groups
- Ability to assign different users
- Purchase recommendations
- Sales-on-Hold
- Powerful reporting and statistics



**Great for Hospitality:** With the quick and easy HioPOS® PLUS installation, you can be ready to go in as little as 15 minutes!

**Great for Retail:** HioPOS®PLUS offers real time sales and statistics reporting to keep your business on track.

**Wide Range of Accessories:** From bar code readers and scanners to scales and cash drawers, HioPOS® PLUS has the right accessories for you.

**Your Best Source for the Latest in Terminal  
Hardware and Advanced Software Solutions**

**CentralPayment®**

# Do business with someone you can trust.



- Honest and Accredited Business Practices
- Local Sales Reps Dedicated to Your Account
- 100% Full Disclosure of Rates and Fees
- Easy to Understand Contract Terms
- No Surprise Rate Increases
- Certification Training Program for all Sales Reps

**MULTIPLY** your sales. **EXPAND** your customer base. **CREATE** customer loyalty. **INCREASE** your cash flow.

We'll save you money  
on your credit card  
processing costs or  
we'll pay you  
**\$250.**



## Lifetime Low Price Guarantee

We guarantee to match or beat **any** competing price as long as the offer is for the same products and terms as our original offer. *Our Low Price Guarantee is valid for life and is transferable should you sell your company.*

# CentralPayment®

Give a copy of your credit card processing statement to our Sales Representative and a customized proposal will be sent back to you. The proposal will break down exactly what you are being charged now and what Central Payment proposes to charge.

If we do not show a savings, you receive a check for \$250. Guaranteed.

Contact your Sales Representative:

\_\_\_\_\_ at (\_\_\_\_\_) \_\_\_\_\_

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

[www.facebook.com/centralpayment](http://www.facebook.com/centralpayment)

A Proud Member of:

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2 Years – 2010 and 2011



Accredited Business  
with the Better  
Business Bureau



Electronic  
Transactions  
Association