

## **HYPERCOM EFTPOS TERMINALS READY FOR CHRISTMAS RUSH**

Retailers have faced a lack of choice in payment terminals to process EFTPOS and credit card transactions since Hypercom withdrew NZ distribution from ProvencoCadmus earlier this year and appointed Zintel Group as its exclusive New Zealand importer and distributor.

“It was an important decision, and the right decision to make, despite the fact that appointing a new distributor meant Hypercom chose to completely rewrite the software application for New Zealand, which is no small undertaking,” says John Tait, Sydney based Hypercom® general manager. “The appointment of Zintel as our exclusive distributor ensures that resellers and retailers looking for our much in-demand products, along with official parts and support, can be assured that Zintel is the only New Zealand service company with the support of Hypercom.

In order to bring terminals to market it is necessary to write software and certify with the local banks, in New Zealand's case with Paymark and EFTPOS NZ. NZAX-listed Zintel Group Ltd, which recently acquired Cogent Communications Ltd, has now achieved Paymark V6.0 certification for the Hypercom Optimum T4220 EFTPOS terminal.

“Hypercom has the largest installed base of payment terminals in New Zealand and Zintel is doing a great job in servicing and supporting our products,” Tait goes on to say. “Certainly we are excited to see the effort Zintel is making to release the latest range of Hypercom high speed, high security, Optimum products to New Zealand’s evolving and dynamic market.”

Retailers' Association chief executive John Albertson says, “It is again pleasing to see more choice available for our members, many of whom already have Hypercom terminals and are therefore familiar with the services they provide.”

“It has been a frustrating wait for banks, terminal resellers and retailers,” agrees Nick Gordon, chairman of Zintel. “The sought-after Hypercom terminals will be welcomed back in the market ahead of the busiest time of year when many merchants are

looking to replace their aging EFTPOS terminals to increase reliability prior to the Christmas rush.”

With certification under its belt, Zintel will be rolling out a range of connectivity options; The Hypercom T4220 offers telephone dial up and IP/broadband internet connectivity, the T4230 wireless countertop terminal uses cellular GPRS to communicate and the M4230 mobile terminal operates from battery power.

“Compliance has been the primary driver for terminals during the past five years, innovation is now essential, and bringing innovation to the EFTPOS market by differentiating Hypercom’s new products from the others is what we are doing. An example of this is down-line load of new software applications and upgrades, without needing to visit the retailer’s premise. Our experience in telecommunications presents a significant opportunity, as EFTPOS terminals increasingly move to new connectivity options such as broadband or wireless”, says Gordon.

Establishing the Payments business has been an investment which will not likely be repaid at Zintel Group’s P&L level this financial year, but is expected to contribute significant revenue and profit from next year onward. Over the next three to five years, Zintel will invest a lot of energy into the Hypercom brand. Zintel predicts a steady ramp up as a large number of existing terminals are upgraded in the New Zealand market and substantial roll outs are expected in the lead up to the Rugby World Cup in 2011, as a number of older terminals reach the end of their technological life and need to be replaced.

## **Ends**

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