

## Wireless — The New Standard in ATM Connectivity

Lower cost coupled with secure and reliable technology makes wireless the preferred choice for ATM connectivity.

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**W**ireless technology is changing the world in which we live. Most of the things we interact with each day are somehow connected to wireless, from talk to computing. In fact, many consumers already have dropped landline telephone service in favor of wireless.

Reduced costs, reliability of service and faster data transfer speeds are all reasons why ATMs outfitted with wireless connections quickly are becoming the preferred option for deployers.

In the past, the necessity of connecting the ATM to a phone line mostly determined where ATMs could be placed. If a particular location didn't have reliable landline service, or service couldn't be easily provided, oftentimes no ATM was deployed.

No longer are ATM placements restricted to landline connectivity, thanks to wireless technology. Historically, wireless connectivity generally was only considered for use with temporary or event ATM locations. It is now used widely at ATMs at permanent locations, such as hotels, convenience stores and grocery stores.

According to ATMequipment.com — a supplier of retail ATM machines, parts, supplies, repairs and wireless connectivity solutions — wireless has become the new standard in ATM connectivity.

Alicia Ridley, president of ATMequipment.com, said, "Deployers are increasingly recognizing the advantages, which include cost savings, reliable technology, secure and fast transaction speeds and simple installation."



*ATM placements are no longer restricted to landline connectivity because of the reliability and dependability of wireless.*

### Cost savings

Switching from landlines to wireless connectivity means significant monthly savings in telecommunications — as much as a 50 percent reduction in costs.

Ridley said, “Converting a portfolio of 100 ATMs, for example, to wireless can add up to a savings of \$20,000 per year or more.”

Every dollar a deployer can save by reducing communication costs is an extra dollar added to the bottom line. The opportunity for saving costs on connectivity has never been better. Deployers are realizing that they can get wireless for a much lower price than a landline, and they get a high-speed connection.

### Reliable technology

Advancements in wireless technology as well as better coverage and signal strength have improved greatly over the years — something nearly every consumer has experienced with their personal cell phones. This also is true with data transmissions over wireless networks.

The reliability of wireless devices is as good or better than landlines. Due to the wider coverage, increased data transfer speeds and equipment dependability afforded by wireless service, ATMs are now free from reliance on existing landline infrastructure and can virtually be located anywhere.

### Secure and fast transaction speed

Using revolutionary technology, wireless gateways transmit highly secured data using the latest standards for SSL encryption.

Wireless transmission of data over cellular

*Switching to wireless connectivity can reduce monthly telecommunications costs by as much as 50 percent.*

networks enables faster transaction speeds. Newer retail ATMs run on WinCE operating systems and can communicate over wireless 3G networks at nearly half the time of a dial-up transaction over a landline, significantly speeding up the customer experience.

### Simple installation

Free from a dependence on landline infrastructure, ATMs can be located virtually anywhere. Instead of spending days or weeks waiting for a telephone company to activate a phone line, usually accompanied by significant activation fees, deployers can now install an ATM with wireless connectivity within minutes.



*With wireless connectivity, an ATM can be located virtually anywhere, and set up within minutes.*

Wireless technology also allows for complete flexibility when it comes to relocating an ATM to a different location.

Deployers of ATMs that traditionally communicate via landline often are surprised by the ease with which their ATMs can be converted to wireless. A typical installation is “plug and play” — accomplished by connecting the wireless gateway to a power outlet, attaching the antenna and connecting the ATM phone cord to the wireless gateway.

“ATM deployers are rapidly seeing the benefits of converting their portfolio to wireless technology, and many deployers are converting their entire portfolios to wireless communications,” said Ridley. “It is projected that the rate of wireless deployments will continue to grow dramatically over the next three to five years.”

The new standard of ATM connectivity is wireless — for the same reasons that nearly every consumer today carries a mobile device. It is the current generation of technology for connectivity, and is clearly the best option for ATM deployers.

*About the sponsor: ATMequipment.com (www.ATMequipment.com), a Grant Victor company, is North America's leading wholesale supplier of retail ATM machines, parts and supplies. The company has an extensive repair service center and repairs most brands of ATM components. The company also provides wireless connectivity solutions for ATMs throughout the United States and is revolutionizing the way ATMs communicate, providing for fast and secure connectivity, cost savings, greater reliability and mobility.*