UCLA BruinCard

New Merchant Program

Launching Spring 2015
Dear Merchant,

Thank you for your interest in becoming part of the BruinCard family! Our new merchant program is scheduled to go live March 2015. As a potential BruinCard business, we’d like to tell you a little more about ourselves and inform you of the card’s many features and the abundant marketing opportunities that come with this affiliation.

What is BruinCard?

BruinCard is not just a multipurpose identification card but rather the passport to life at UCLA for students, faculty, staff and affiliated guests. In addition to being a library card, recreation center card and access card, it can also be used as a pre-paid debit card at eateries and shops on and off campus. Cardholders simply have to deposit money to their BruinCard account to utilize this debit feature.

Who uses BruinCard?

BruinCard is used by virtually everyone at UCLA, which translates to about 80,000 cardholders!
What are the perks of becoming a UCLA BruinCard Merchant?

- Joining the exclusive network of UCLA merchants in the Westwood and greater Los Angeles community
- Boosting sales by accepting UCLA BruinCard as a form of payment: cardholders average about $10,000 per day in online deposits to their BruinCards. This could be money going toward your business!
- Advertising your business on the UCLA website, campus and social media networks
- Equipment set-up and on-going maintenance support

Who are our merchants?

Some of our BruinCard Merchants include:

![Whole Foods](image1.png)  ![Chipotle](image2.png)  ![CVS Pharmacy](image3.png)

![bibigo](image4.png)  ![Jersey Mike’s Subs](image5.png)  ![Enzo’s Pizzeria](image6.png)

For a full list of our BruinCard merchants, visit [bruincard.ucla.edu](http://bruincard.ucla.edu) and select the ‘BruinCard Merchants’ tab.
Introducing the All New
VERIFONE VX520

The BruinCard Center is excited to announce the availability of a new payment terminal with an integrated printer that allows you to prepare for the future with the next power performance features of the VX520. It has flexible options: built-in support for dial and an option for combining dial and Ethernet. Merchants with broadband service already installed can immediately process payments through the always on connection. It offers outstanding performance by combining superior speed and power for quick and reliable payment processing. It also comes with seconds-fast processing and plenty of memory for multi-application capabilities.

Features

Integrated USB technology port delivers secure and instant software downloads with USB memory drive. Offers increased memory to support value-add applications.

Intuitive ATM-style interface, bold menu prompts, large pixels and white backlit display facilitate easy use and readability, PIN pad streamlines debit transactions and triple-track card reader accurately reads cards.

Protect transaction with VeriShield file authentication, PCI PED and EMV level 1 and 2 approved to offer the most reliable security

Key Benefits

- Unrivaled speed and performance
- Exceptional communication flexibility
- Dial and IP-based
- Unsurpassed dependability and security

How to Purchase

You can purchase the Vx520 BruinCard reader for $750. bruincard@finance.ucla.edu and make a request to upgrade to the Vx520 terminal today.

*Taxes and $12.50 monthly wireless service charge apply.