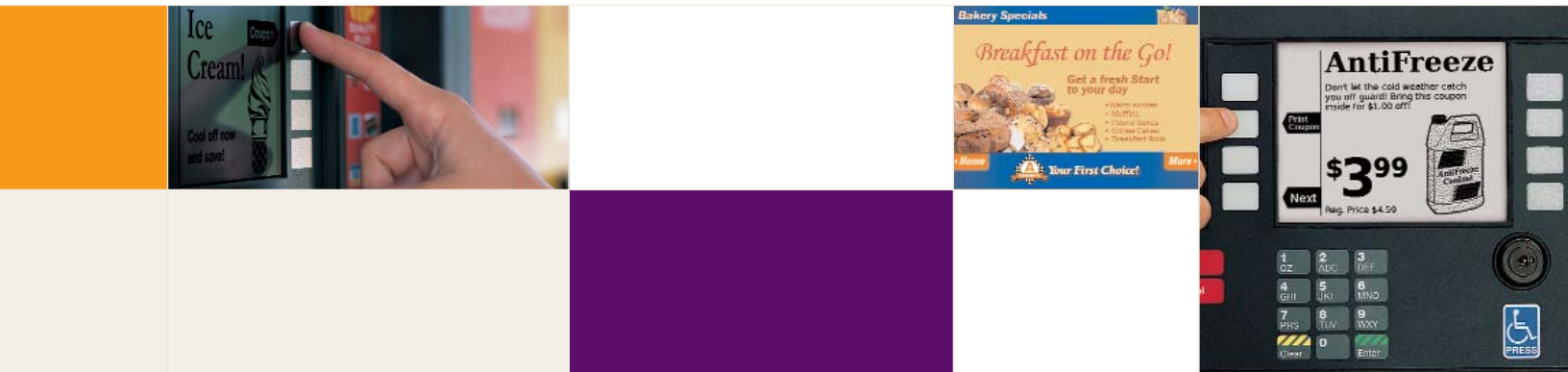


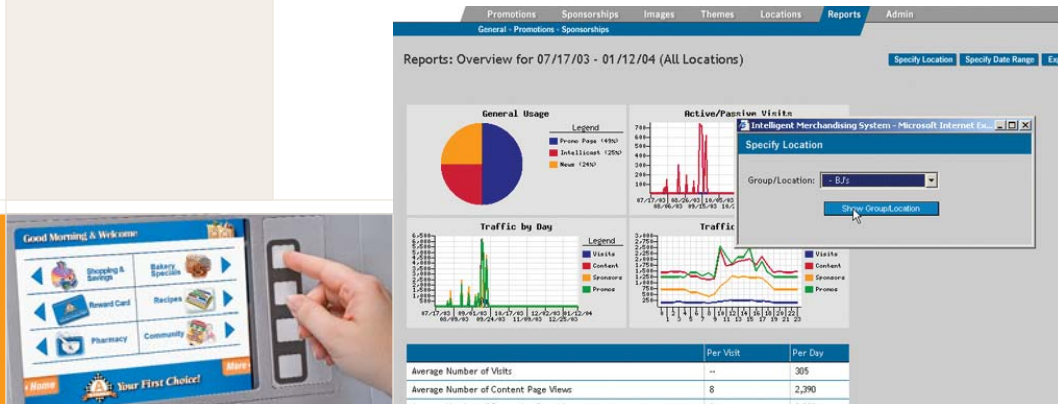
SMART Merchandising

Easily create and manage promotions and coupons at the pump.



Drive profit at the pump and inside the store.





SMART Merchandising drives profit and sends customers inside the store

Why coupons?

- 77% of U.S. households use them for purchases of common convenience products
- Coupons are highly interactive and responsive
- Urgent “calls to action” with tightly controlled expiration dates
- Easy to link back to source

A complete system for merchandising at the fuel island

- Create promotions and coupons on the pump
- Automatically show the right promotion at the right time of day
- Track results and generate reports

A window into your store

Across North America, fuel retailers use SMART Merchandising to:

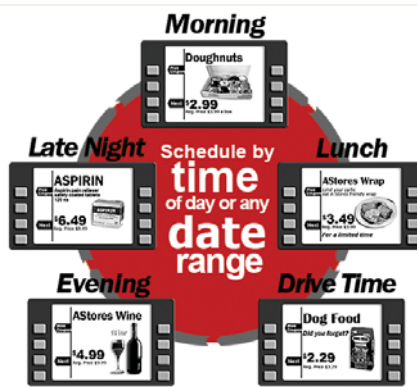
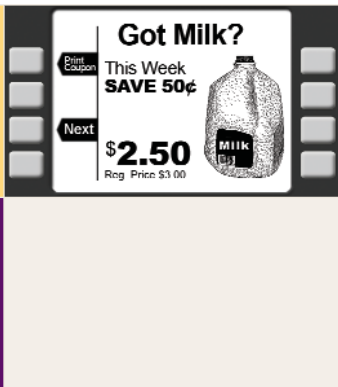
- Promote national or house brands
- Increase timely movement of perishable food items
- Promote QSR special offers
- Promote high margin in-store items

SMART Merchandising drives profits!*

- Increased sales: 10% in-store sales lift
- Instant coupon redemption: 30%-60%
- Return purchase coupon redemption: 15%
- Average length of customer usage: 1:20 minutes
- Coupon prints per visit: 1.1
- Vendor participation: Discounts fully funded
- Measurable sales lift for products in program



*Results may vary



It's easy

- Anyone can create and manage promotional campaigns at the fuel island
- Create the promotion
- Create the associated coupon
- Schedule it
- You're done!

It's advanced

- Choose from over 30,000 product images
- Create coupons with barcodes
- Preview your creation before scheduling it live to the pump

It's automated

- The system displays the right ads at the right time of day
- The system renders your design for display on any device

Profit by cross-merchandising with other retailers

- Coupons are customizable
- Other businesses can honor them once corresponding UPC code has been established in their system
- Offering discount coupons for other onsite business like oil change facilities or carwashes, or even other local businesses can be done quickly and easily

SMART Merchandising for Encore 500 S and Eclipse:

- Provides a complete POS-independent system for delivering promotional messages and on-demand coupons to your gasoline customers as they fuel.
- Includes all the tools and graphics needed to create, schedule, deploy, and track on-the-pump promotions and coupons using your current POS, CRIND, and receipt printers.
- Displays promotions and prints coupons on dispensers equipped with both the 5" monochrome and new 10" color screen.

SMART Merchandising is also available for the Encore 300 and Advantage with monochrome CRIND and color Infoscreen at locations equipped with the Gilbarco G-SITE POS systems.

Total Network Control



Create, schedule and deploy promotions from any PC to a single site or across the continent.

Drive Profit with SMART Technology

SMART Connect™

- Lowers service costs through remote diagnostics and troubleshooting
- Lowers compliance costs by tracking tank gauge and dispenser data
- Enables faster throughput with real time flow rates and low-flow alarms
- Greater site control with detailed alarms, such as price changes

SMART Flow™

- Increases throughput to drive profits
- Delivers fast, consistent flow, even when sites are at their busiest
- Provides benefits of variable-speed STPs without the higher cost
- Reduces costs by eliminating need for mechanical flow limiters

SMART Merchandising™

- Increases margin by driving in-store traffic
- Delivers coupons to customers on demand for use inside store
- Easily manages promotional programs via the web
- Tracks success of promotions, specials, and coupons

