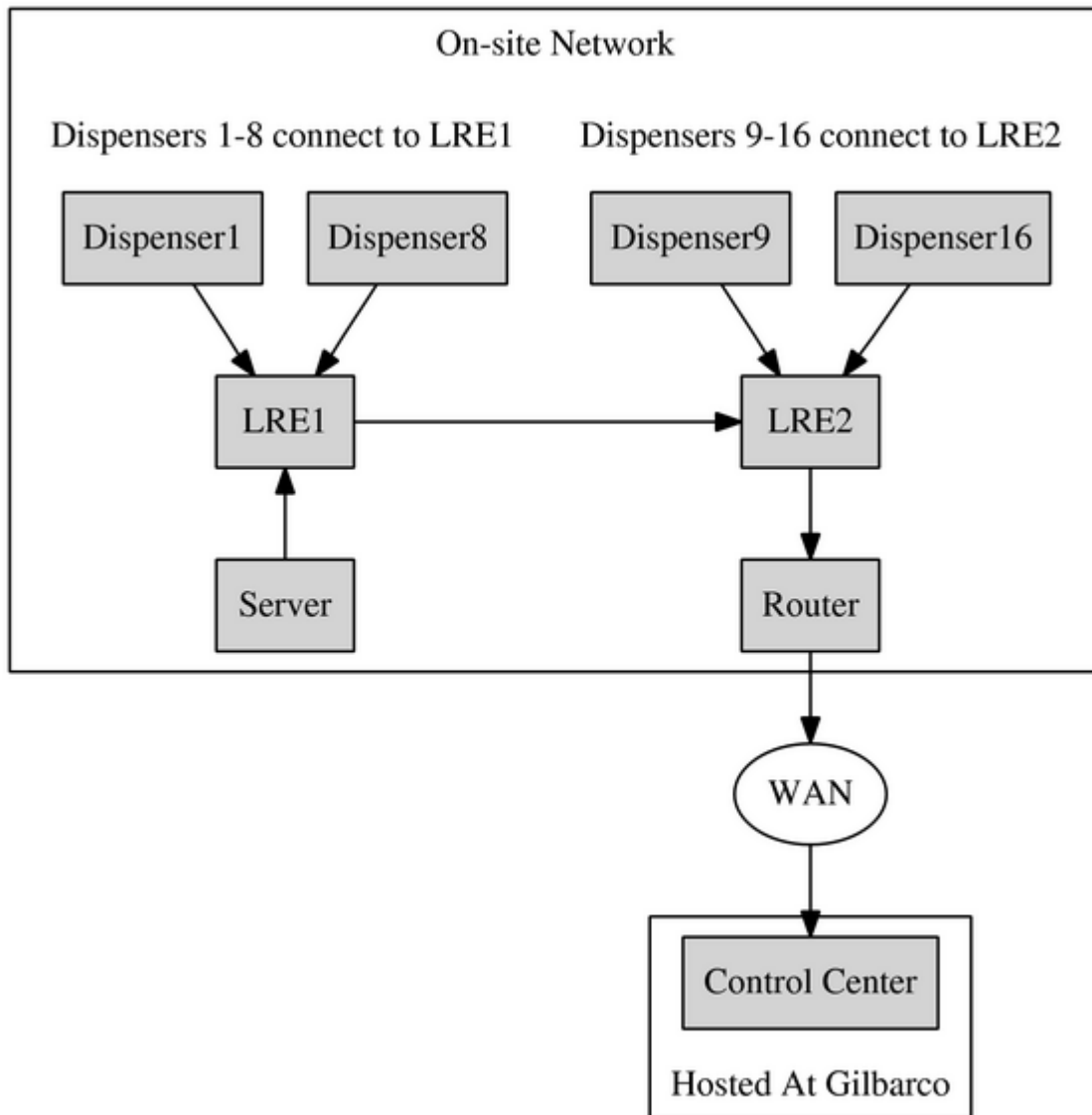




Frequently Asked Questions for IT Managers

Applause™ Media System

- Q: What does the IT site infrastructure required to support Applause Media System look like? What does it look like at a corporate level?
- A: At a site, Applause Media System will run on a Local Area Network (LAN) dedicated to the dispensers. It will need some kind of network connectivity to reach a server at Gilbarco Veeder-Root. A simple description of the network topology is that the site server is connected into the Long Reach Ethernet (LRE) switch, and that LREs are daisy chained such that the last LRE in the chain connects out to the network via a router or switch. See below a sample diagram of what a network with two LREs might look like.



The connectivity necessary outside of the local network is port 80 access to a server at Gilbarco Veeder-Root in Greensboro, NC. The IP address of the server is 64.90.126.43. Each night, at some point after 3:00 am, the server will connect to the Gilbarco Veeder-Root server and download content.

In the diagram on page 1, the network connectivity is labeled as *WAN*. From Gilbarco's perspective it is simply access to port 80 at the Control Center's IP address. You may implement this in a variety of ways depending on your preference. Potential options are:

- Corporate LAN with internet access
- DSL
- Cable Modem

Additionally, to support your security needs, Gilbarco Veeder-Root can setup a VPN to ensure secure server access and data transfer.

Q: What potential risks or implications are there to my POS? Is it really POS independent? Is there any PCI or fraud risk introduced with Applause Media System?

A: Applause Media System doesn't introduce any risk to sensitive cardholder data because it operates completely outside of the transaction space. Because it was designed to operate completely independently of the POS, transaction data (e.g., cardholder account information or debit PINs) are not used by the system, and therefore, pose no risk to this information being compromised by thieves.

Applause Media System operates by shifting control of the screen, softkeys, and printer from the POS to the site server and CRIND® Applause application only when the fueling transaction is active. No sensitive cardholder data is ever stored locally on the CRIND and is not active in the system at this time, and even if it were, Applause doesn't make use of it.

Q: What risks are introduced with respect to the CRIND? Is there anything I need to be aware of as an IT manager?

A: Applause Media System runs on a local area network at the site. Although there are no risks to CRINDs with respect to the ability to perform transactions, Applause Media System does slightly increase network traffic at the site when CRINDs download promotions from the site server.

If network traffic becomes congested such that Applause Media System network packets are delayed or lost, then the Applause application will not function as desired. We recommend that all Gilbarco® equipment (dispensers and the site server) be placed on their own physical subnet to avoid potential congestion issues.

Q: Why do I need to let Gilbarco inside my firewall? How can I be sure that there are no security breaches to my corporate network?

A: The server installed at each site needs to contact the Control Center each night to synchronize content. The only accesses that occur are the site server making HTTP requests to the Control Center, thereby simplifying firewall and router configuration for your IT staff. All HTTP accesses are initiated by the server at your site -- Gilbarco never pushes data or initiates any transfers to your site from our servers.

Q: How secure are the Gilbarco servers where the Control Center is hosted?

A: The servers are very secure. The Control Center server is situated behind Gilbarco's firewall and runs a regularly updated Linux distribution dedicated to hosting the control center. The server is managed by our IT and Engineering staff following industry best practices.

And, since Applause does not deal with cardholder data in any manner, there are no PCI DSS or PABP security concerns.

Q: I'm building a new site - what's the ideal IT setup to support it?

A: The ideal IT setup for Applause Media System will place all Gilbarco equipment on a physically separate subnet as described on page 1. Fortunately, you can customize the required WAN connectivity to meet your specific needs. Depending on the size of your organization and infrastructure, this can range from a site specific dedicated DSL line to a corporate LAN with strict firewall rules only allowing the minimum required access.

Q: Why can't I run Applause Media System via wireless?

A: There are several reasons why Applause Media System doesn't use WiFi or other conventional means of wireless networking. Among these reasons are:

- Network bandwidth cannot be guaranteed by a wireless network (which can cause the application to not function as desired)
- Wireless networking equipment is not certified for use with fuel dispensers
- Wireless is expensive to install, configure, and tune for various site topologies in a robust, consistent, supportable way



My forecourt needs to work harder.

Can rich media get the job done?

Rich media meets the real world.

Your forecourt is a marketing opportunity you can't afford to ignore. And the Applause™ media system makes the most of it, with full-color video, graphics and audio. It's the industry's most powerful rich media tool for connecting with your customers and turning fuel sales into in-store sales.

What if my business expands?

Will it be easy to use?

The Applause™ Media System