



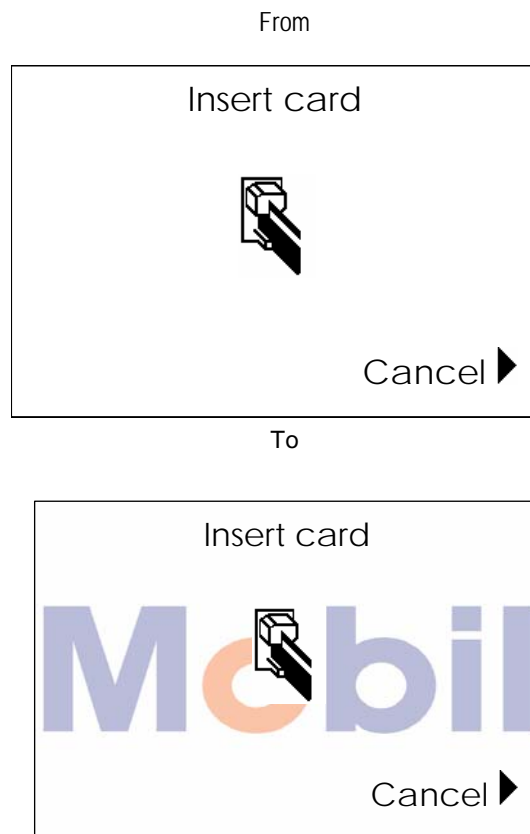
Frequently Asked Questions about start-up and implementation Applause™ Media System with Color Screens

Q: How can we drive content on color screens?

A: Applause Media System is Gilbarco's content management system that supports interactive advertising and couponing at the dispenser. This system can be used with any POS system and has delivered a proven ROI for retailers looking to increase in-store sales. Content can be created in the easy-to-use Control Center, and a variety of pre-made promotions are also available in the Applause User Portal.

Q: Can I leverage some of the features of color screens without making any POS changes? Maybe something as simple as displaying my company's logo or some background images.

A: Yes, customers can deploy customized backgrounds for fuel transaction screens like the ones below without POS changes. Please contact your DSM to find out more about how Gilbarco custom graphics can be loaded onto the color screen.



Q: Do customers need to test the new color screens in their lab? What is the value add in testing color screens when it is supposed to be backward compatible and will work with any POS system?

A: Gilbarco has done extensive internal and field testing to ensure that our color screens are 100% backwards compatible with a customer's existing POS. While customers always have the option to test new Gilbarco products in their lab's, this is not a requirement.

- Q: What twisted pair configuration/connection is required for color screens when we connect to an existing POS (Passport®, G-SITE® or VeriFone)?**
- A:** Standard POS CRIND control used the existing 2-wire twisted pair connection. Customers using Applause Media System and/or SMART Connect require an additional Ethernet connection to support their functionality.
- Q: What Ethernet configuration is required when we move from mono to color screens or when we buy a brand new color screen?**
- A:** Applause Media Systems with color supports the same Ethernet connectivity mechanisms as SMART Connect /Merchandising (DSL and CAT-5)
- Q: Does the color screen withstand extreme weather conditions?**
- A:** Yes, color screens are designed to withstand extreme weather conditions. The current ratings on the screen are -30 °F to 120 °F.
- Q: What kind of protection is available for the color screens against physical damage and against general outdoor operating environment?**
- A:** Color screens are quoted with an acrylic coating that will protect them against scratches and other outdoor weather related damages.
- Q: What is the wiring required between my dispensers and my content server on site? Is there a limitation on the distance between my furthest dispenser and my content server inside the store?**
- A:** Twisted pair or Ethernet. Run Ethernet in spare conduit only, in runs less than 280-feet. Run twisted pair in any length in spare/AC conduit. It requires Isolation on each end.
- Q: Can I do the same thing in Applause with a monochrome dispenser as I can do with a color dispenser?**
- A:** No. The Applause Media System supports both color and monochrome CRIND screens, however the color screens offer many more opportunities for rich content and advertising. Audio and video (future releases) will be available for color screens only.
- Q: If I already have SMARTConnect with a monochrome screen, what components are required to upgrade to color on Encore 500 or Encore S?**
- A:** Retailers wishing to upgrade their Encore® 500 and Encore S to color will require a color retrofit kit.
- Q: I hear that audio and full motion video is soon to be available. When is the release date for such offering?**
- A:** Audio and video support will be available in 2Q 2009.
- Q: Will Gilbarco build a content library for full motion videos?**
- A:** When video is released in 2009, the Applause Media System will include a library of video clips that can be displayed on the color screens. Additionally, retailers will be able to upload their own video.

Resources & Training

- Q: Do I need to contact someone at Gilbarco to arrange my training through the launch package or will someone automatically contact me to schedule such activity, after I place my order with my distributor/equipment supplier?**
- A:** Shortly after placing your order with your distributor, you should receive a welcome email from your distributor supplier with a link to an online content survey. Available at: http://www.gilbarco.com/page/applause_form

In this survey you will be asked to provide your contact information and will also be asked some basic questions about your retail environment and desired focus for the Applause Media System. This will kick off your launch package and we will work with you to schedule meetings and subsequent training.

In addition, inquiries and questions can be sent to: applause.request@gilbarco.com

Q: How much time should I plan on preparing content and my promotions campaign before I install my first Applause site?

A: If possible, we like to begin work 6 weeks before dispenser installation so we can do the best possible job of training and promotion planning & creation. The goal is to have a solid base of promotional content available the day your new dispensers go into operation.

Q: What services and/or products included in the Launch Package?

A: Please see SP-3227 Applause Media System Professional Services for details on services included in the Launch Package.

Q: Who do I call if my content server or my dispensers have problems with delivering the content to the dispensers?

A: Applause Media System is supported through the Gilbarco helpdesk. Content servers refresh nightly at 2:00 a.m. If your server fails to refresh, you should contact the Gilbarco help desk at 1 800- 800-7498. Select * upon entry. Additionally, you can send an email to applause.support@gilbarco.com

Q: How do I add my private label branded products to the content library?

A: Follow the simple steps outlined under the IMAGES tab to upload your own images into the system. Guidelines for accepted file types are outlined in the User Manual and also on the upload pages. In general, any file format you might use for a web or page layout application will can be uploaded into Applause Media System.

Q: How am I trained to use the performance reporting to measure the effectiveness of my promotions?

A: Basic training on Applause reporting is covered in the online training course accessible via the Applause User's Portal. Additional training and measurement techniques are covered during the 30 and 90-day performance reviews and through the Advanced Campaign Management Training, which is conducted via interactive web sessions.

Q: Is there an annual subscription fee for ongoing services, how much is it and what do I get for my subscription?

A: There is a nominal annual fee for ongoing services for Applause Media System. Please contact your distributor sales representative for exact pricing. This fee covers:

- The cost of hosting your application on our servers
- Access to content libraries including product images, audio clips and video clips
- Call center help desk support

Q: How do I get a return on my investment using Applause Media System?

A: Applause Media system is an interactive web-based marketing platform designed to enable retailers to promote their products, excite customers, and sell more product. Realizing success with Applause Media System requires rethinking the way you market to your customers and leveraging the tool set creatively to take advantage of this new marketing medium.

Gilbarco is committed to helping you succeed – outlined below are some of the resources available to help you succeed.

- Read "Achieving Success with Applause Media System" – SP-3201 available on Users Portal provides a good starting point for thinking about how to begin this process.
- Launch packages available for both monochrome & color ensure you get started on the right foot Applause Media System User's Portal provides an ongoing resource, with best practices, tips, tricks, pre-made promotions, and more.
- Have a quick inquiry – contact us at applause.request@gilbarco.com