



Marketing Solutions

Expand your marketing potential and watch sales grow

More than fifty percent of fuel customers never leave the forecourt, which means a substantial portion of your sales and profits are driving away. To make the most of your sales potential, you need a dynamic marketing approach to capture consumers' attention and entice them into the store where they can make high margin purchases. Dresser® Wayne® is revolutionizing retail promotional capabilities with the same technology innovation we apply to our fueling equipment. We offer a range of products that deliver exciting marketing possibilities and help influence consumer buying behavior from the forecourt to the store.

iX™ Media Digital Merchandising

Drive in-store sales from the forecourt

Part of the award-winning iX Technology Platform, iX Media digital merchandising enables customized promotions at the dispenser. Increase revenue by targeting your marketing efforts to customers' needs moment-to-moment. You can tailor promotions by time of day, site location and customer buying patterns. Advertise coffee in the morning and sandwiches at noon as well as car washes, loyalty programs and premium fuel at any time.

A standard offering in Ovation® iX fuel dispensers and an option in some of our other dispenser models, the iX Media merchandising solution features a 10.4" full-color display with full-motion video, built-in speakers and coupon-creation capabilities. It is also simple to use. With EK3 Technologies' online iX Media Store you can easily manage marketing content. Download product photographs from top vendors, add your custom messaging and pricing, and then distribute to your sites through our intuitive Web interface.

C-Store Media

Connect in-store and forecourt marketing

Complementary to iX Media merchandising, C-Store Media brings your forecourt promotions indoors through dynamic in-store full-color, full-motion displays. An innovative multimedia merchandising system, it leverages the power of repetition to engage shoppers on an emotional level and influence customer purchasing decisions.

A turnkey solution, C-Store Media's advanced technology enables you to easily customize and manage content. Similar to the iX Media solution's functionality, a Web-based interface allows you to upload vendor promotions or create your own advertisements through digital content leader EK3 Technologies.

iX Technology Platform

Five innovative solutions, one groundbreaking platform

Enabling retailers to add powerful feature sets to Dresser Wayne dispensers, the iX Technology Platform currently supports five product extensions that help lower operating costs, streamline device control, reduce unexpected downtime, and increase profitability.

- iX Pay Secure Payment
- iX Media Digital Merchandising
- iSense™ Remote Monitoring
- iDPOST™ In-Dispenser POS
- Fusion™ Universal Site Controller

Increase high margin sales with superior marketing

- Full-motion graphic displays
- Barcode-scannable coupons printed at the dispenser
- Advanced promotional capabilities
- Innovative ways to reach customers
- Simplified multi-site marketing

Nucleus® POS System

Combine promotions to boost high margin sales

In addition to offering exceptional touch screen POS functionality, the Nucleus POS system delivers sophisticated marketing capabilities. It allows combination promotions by supporting up to nine simultaneous discounts at the fuel dispenser. You can increase sales through specials such as buy-one-get-one-free or discounts for multiples of the same item. Marketing can also be targeted to the time of day or season, and discounts can be bundled according to buying patterns by time and location.

InSite® Retail Intelligence Suite

Create data-driven marketing programs

Enhance your marketing programs through valuable sales information. The optional InSite retail intelligence suite helps take the guesswork out of retail management with a new level of information and reporting capabilities. A Web-based retail intelligence tool, it captures the exact information that you need to make powerful business-enhancing decisions. Unlike other retail intelligence solutions that report inventory information, InSite collects POS event and sales transaction data for an in-depth view of your operations. InSite features three modules:

- **Category Management** shows product sales performance by item, not just category or sub-category.
- **Sales and Operations** provides valuable insight into peak traffic periods, inventory dynamics, stalled sales and customer buying patterns.
- **Loss Prevention** tracks point-of-sale events so you can monitor transactions for accuracy and policy compliance.

Enterprise Management

Secure, remote POS system management

Efficiently, securely and conveniently manage marketing programs through your Nucleus POS systems across multiple sites from one central location. Enterprise Management allows you to implement promotional offers, change pricing and access important data at several sites simultaneously. What's more, Enterprise Management operates behind your firewall for exceptional security that meets PCI and Visa data security regulations.

About Dresser Wayne

With offices on five continents, manufacturing facilities on four, and thousands of employees worldwide, Dresser Wayne has shaped the retail and fleet fueling industry ever since its modest beginnings in 1891. Known for combining cutting-edge technology with exceptional customer focus and win-win industry partnerships, Dresser Wayne has become the leading supplier of integrated solutions to its customers in the retail and fleet petroleum industry. Dresser Wayne—headquartered in Austin, Texas—is largely responsible for the innovations that contribute to the look and functionality of the modern service station. From dispensers and POS systems to retail intelligence and after-sale support services, Dresser Wayne is committed to continuing its long tradition of providing innovative, customer-centric solutions in all facets of the industry. Dresser Wayne is a business segment of Dresser, Inc.



Protect your warranty, security, and regulatory certifications. Insist on Dresser Wayne Genuine Parts for all equipment repairs and upgrades.

Worldwide Headquarters:

Austin, Texas, U.S.A.
T. +01 512 388 8311

European Headquarters:

Malmö, Sweden
T. +46 40 360 500

South American Headquarters:

Rio de Janeiro, Brazil
T. +55 21 2598 7711

Asia Pacific Headquarters:

Shanghai, China
T. +21 5899 3976

©2008 Dresser, Inc. All rights reserved.

Dresser, Wayne, Ovation and InSite are registered trademarks and iDPOS, iSense and iX are trademarks of Dresser, Inc. All other brand names and trademarks mentioned are the properties of their respective holders.

95006 09/2008

About Dresser, Inc.

Dresser, Inc. is a leader in providing highly engineered infrastructure products for the global energy industry. The company has leading positions in a broad portfolio of products including valves, actuators, meters, switches, regulators, piping products, natural gas-fueled engines, retail fuel dispensers and associated retail point of sale systems and air and gas handling equipment. Leading brand names within the Dresser portfolio include Dresser Wayne® retail fueling systems, Waukesha® natural gas-fired engines, Masonellan® control valves, Mooney® regulators, Consolidated® pressure relief valves, and Roots® blowers and rotary gas meters. It has manufacturing and customer service facilities located strategically worldwide and a sales presence in more than 100 countries. The company's website can be accessed at www.dresser.com.



www.dresserwayne.com