



## Applause™ TV

Fueling customers are a captive audience while they fill their tanks. Applause TV provides a completely turn-key way to entertain your customers, build customer loyalty, and drive traffic.

Applause TV is the first system available to all c-store operators that delivers:

- > Dynamic content and interactive advertisements

- to entertain and empower consumers with
  - on-demand coupons at the pump
  - > National and regional advertising, paired with store-specific content to drive increased sales
  - > Fully-managed content controlled by digital media professionals

Captivate your customers when they are just steps from your store with entertaining and relevant content delivered on large color displays. Improve your image, attract new customers, and build customer loyalty at your forecourt. You can even make it personal with site-specific promotions.

Contact your local distributor or go to [www.gilbarco.com](http://www.gilbarco.com) to find out more.

# Entertainment that pays. – Applause™ TV

**Dynamic, engaging and interactive**  
 Become a destination, while building customer loyalty and site traffic! Audio, video and couponing at the dispenser engage your fueling customers, setting you apart from the competition!

**Effective and proven**  
 Watch sales and profits grow! Turn your site into your customers' primary fueling location, and turn fuel-only customers into convenience and car wash customers. Today, the Applause network delivers more than 90 million promotions per month, driving traffic and in-store lift.

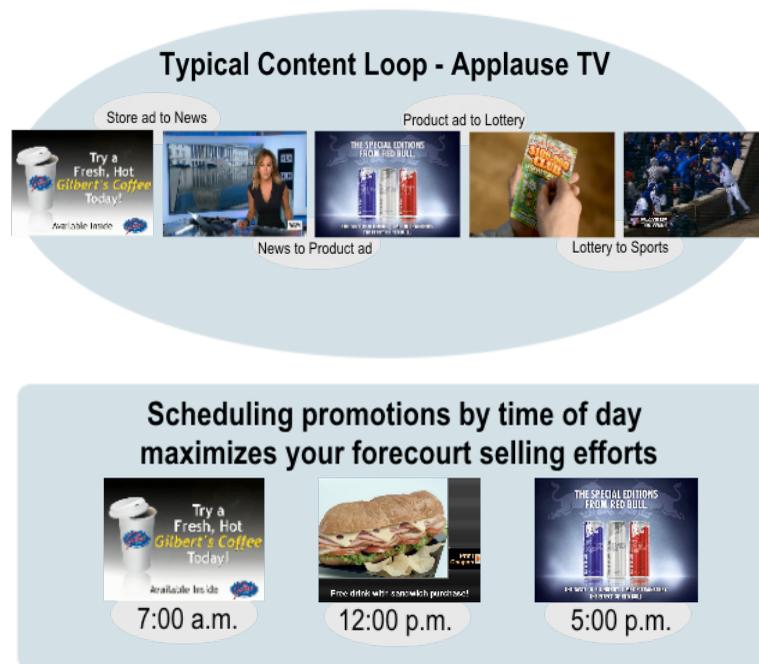
**Fully managed, turn-key solution**  
 No hassle! Your content is kept fresh, exciting, and entertaining by the industry's leading content provider. Hardware installation, maintenance and support come from your local Gilbarco Veeder-Root Authorized Service Contractor.

**Relevant and current**  
 The 1:1 network provides frequently updated content, from over 25 networks, relevant to your site's location. Learn more at [www.gilbarco.com/applausetv](http://www.gilbarco.com/applausetv).

**High pay-off, low investment**  
 Add digital media to your forecourt at an attractive price. No internal resources are required to manage

superior content and on-demand coupons, which entertain your customers and bring them inside to buy high-margin goods. The payback for Applause TV is less than one year, based on a conservative 2% lift in fuel and in-store sales and using NACS revenue and margin averages.

**Versatile and flexible**  
 Applause TV schedules content by time of day, weekday, store, groups of stores, or your entire network, including at least one site-specific promotion. Applause TV works with any point of sale system and doesn't require POS changes.



## Specifications for Applause TV

Internet Connectivity Requirements:	Hardware Requirements:
<ul style="list-style-type: none"> <li>&gt; High-speed broadband connection required</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Applause Media System (server, dispenser connectivity)</li> </ul>
<ul style="list-style-type: none"> <li>&gt; Ethernet, DSL, Satellite, or cable/modem</li> </ul>	<ul style="list-style-type: none"> <li>&gt; 10.4" Color Screens</li> </ul>

\*Applause TV is available factory installed on your Gilbarco Encore® 700 S dispensers or as an option on the FlexPay™ IV CRIND retrofit kits.