

State of the Art

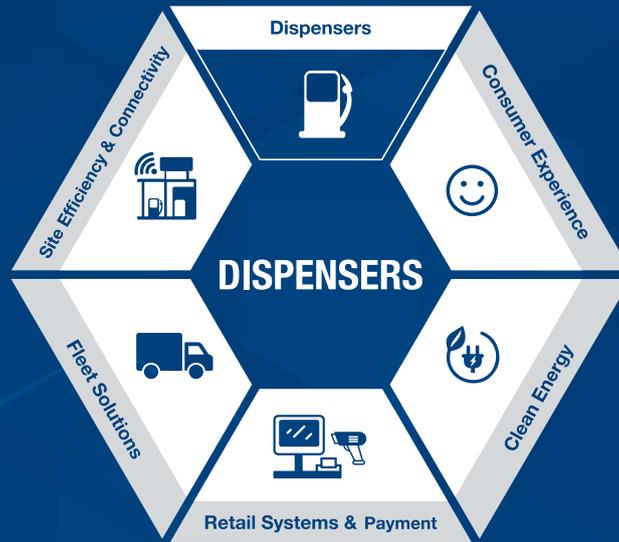


Wayne Ovation[®] fuel dispenser
with AX12[™] technology



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DFS *Worldwide* Brands



It Starts Here

Whether in a busy metropolitan area or a quiet rural neighborhood, store owners are competing with each other for their share of the billions of gallons of gasoline used in North America each year.* Ensuring you get your share of that traffic requires store owners to establish loyal relationships with customers that return week after week.

When a customer has a great fueling experience — one that is clean, fast, secure and visually engaging — not only is that customer more likely to return, but they are also more likely step inside for a soda, magazine, lottery ticket or candy bar. The Wayne Ovation® fuel dispenser with AX12™ technology is easy to use and just as easy to own... it's durable and easy to maintain, while integrating flawlessly into your IT and payment systems.

* Energy Information Association

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Easy As...

1 Ready to Withstand Anything The World Throws at It.

Your fuel dispensers have to stand out in the elements day after day, for years at a time — the Ovation® fuel dispenser with AX12™ technology is up to the challenge. The Ovation® fuel dispenser features a streamlined bezel design, introducing tempered glass and metal on high-touch areas. Additionally, all-metal columns protect the dispenser against careless customers, swinging car doors, or whatever else the world may throw at it.

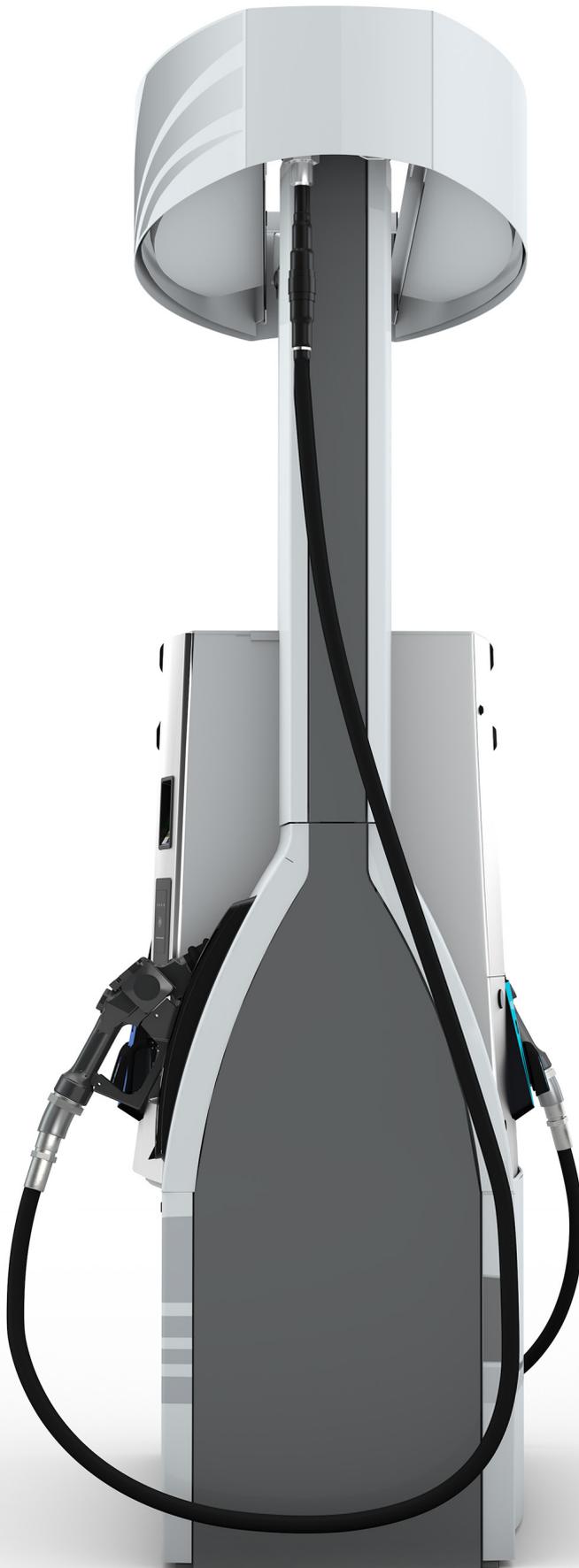
2 Accessible, Updatable, and Easy to Own.

As payment and media technology evolve, your Ovation® fuel dispenser is engineered to evolve along with them. The AX12™ technology will always stay current with remote feature upgrades to the latest Anthem® UX software release. Updating your dispenser is simple with easily configurable and interchangeable parts. Calibration is a one-step process that can be done quickly, and changing the paper is easy for any attendant to do — the Ovation® fuel dispenser features the most accessible printer roll on the market. And of course, each unit is compliant with the latest payment technology standards.

3 High Brandability, High Styling, High Engagement.

High Brandability, High Styling, High Engagement.

The Ovation® fuel dispenser is, in a word, stunning. Each unit includes a 12" color digital display and two-tone bezel and side-column branding options — helping to engage your customers right from the road. The sleeker, slimmer styling helps to show your customers that your store is clean, modern and friendly.



Advanced Technology That Drives Profit

Media Platform

The DX Promote® Auto media platform is a free*, low-touch, cloud-based media solution that enables retailers to enhance their brand recognition and loyalty, while increasing in-store product sales and improving overall customer experience through media-at-the-pump.

DX Promote® and DFS Anthem Experience™ enables retailers to conveniently reach customers at the fueling point through customized video and static promotional content. With DX Promote®, the media content is managed by the retailers, and optimized to drive in-store foot traffic and incremental sales.

*DX Promote® Auto is available free on AX12™ base models (for a fee on AX12™ Enhanced models)

Wayne iX Pay® 2 Payment Platform

The Wayne iX Pay® 2 Payment Platform incorporates the latest security standards to protect sensitive card holder data, including PCI-6 certification, keeping you in compliance well into the future. Its modular design provides flexibility, allowing retailers to add new payment features as their needs change.

Wayne SCAN™ 2D Barcode Reader

The Wayne SCAN™ 2D barcode reader is capable of reading barcodes shown on mobile devices, which enables retailers to use mobile apps to improve the consumer experience with loyalty programs at the dispenser.

Wayne TAP™ Contactless/ NFC Reader

The Wayne TAP™ near-field communication (NFC) reader enables mobile payment, such as Apple Pay and Android Pay, at the dispenser. The Wayne TAP™ reader hardware supports both magstripe and EMV® contactless protocols.



E40 / B20 Standard

The Wayne Ovation® fuel dispenser now comes with UL E40 Listing as standard. This reflects DFS' ongoing intent of supplying retailers with the most flexible, reliable and future-proof equipment options. Regardless of what direction government regulations or next-generation vehicle technologies take, your investment will remain viable for years to come.

Wayne Smart Secure Access

Wayne Smart Secure Access secures your forecourt 24/7/365. It keeps your customers' financial data safe by offering electronic protection against unauthorized access to the dispenser's internal components, and comes with battery backup as standard, which means it keeps protecting your business and your customers even when the power is out.

Wayne Xflo® Fuel Meter

While traditional piston meters are prone to drift over time, the Wayne Xflo® fuel meter maintains its calibration, saving you money by helping to prevent fuel loss. The Xflo® meter also offers the industry's only four-year re-calibration warranty, and can achieve better flow rates than piston meters.

E85 Compatibility

DFS offers UL E85 Listing as an option on all Ovation® fuel dispenser models, which is compatible with the most aggressive fuels. Wayne's most popular Dual Blending and Double Dual Blending dispenser variations offer advanced blending options. All E85 dispensers come with the Xflo® meter as standard.



Wayne Ovation® fuel dispenser

Freedom to Choose

It's important that any piece of technology you bring into your operation is compatible with your surrounding infrastructure and the way you want to do business. That's especially important with new fuel dispensers because they need to integrate directly with your operation.

The Ovation® fuel dispenser with AX12™ technology offers industry-leading “under-the-hood” technologies, including a choice of meters to best match your fuel demands, flexible alternative fuel solutions, and a range of payment solutions to meet your current and future needs. You also have the choice of a variety of high-end media capabilities and other customer-interactive features — all designed to help drive customers from the pump into your store. Regardless of the specific needs of your operation, the Ovation® fuel dispenser can be tailored to fit the exact standards of your forecourt.

Friendly, Secure and Easy to Use

Like an ATM or other self-serve technology, a fuel dispenser must be intuitive. The design should enable and streamline the transaction while employing privacy and security features that help your customers feel comfortable. Those customer-focused characteristics are at the core of the Ovation® fuel dispenser design. The Ovation® fuel dispenser can guide motorists through their fuel stop from start to finish. Each unit is designed to make a clean, friendly first impression. The Ovation® fuel dispenser leads your customer through each step in the process — from swipe, to selection, to “see you again soon” — all in the only fully ADA-compliant dispenser on the market.

Because privacy is at the forefront of everyone's mind, we've engineered the Ovation® fuel dispenser to help guard your customers against the ever-present threat of fraud. Recessed soft-key panels and other physical design characteristics, combined with state-of-the-art security technologies, provide unmatched peace of mind and protection.

