

NAMOS paylane Multimedia

Fuel and much, much more

AT A GLANCE

One global solution

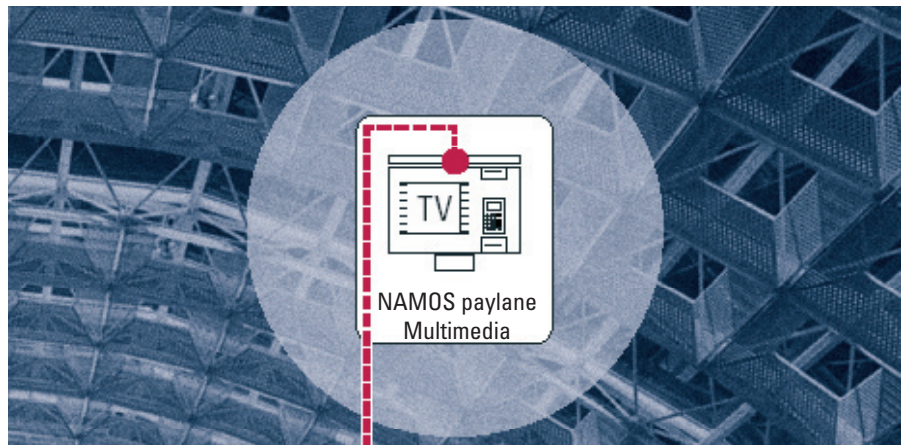
- Self-service terminal with multimedia content (video/slides)
- For Outdoor Payment Terminals, Plasma Screens, Posters and Electronic Displays
- Contents are controlled individually for each service station, a region or for the entire chain
- Playlists timed to the minute
- Intuitive operation

Store Operator's Benefits

- Creates a revenue stream from advertisements sales, indoor and outdoor
- Turns your dispenser into an efficient marketing tool
- Target group specific content (e.g. seasonal and day time dependencies)

Technical specifications

- 12.1" high brightness, full colour screen with wide viewing angle
- Loudspeaker and microphone
- Browser-based software
- Data transfer via TCP/IP
- Remote software upgrades and diagnostics



Two minutes!

That's as long as it usually takes to fill up the car. Some customers use this time to clean their windshields, others check out the other cars nearby, but most just stare at the fuel gauge. But what if this time could be used more effectively? What if information or promotions could be displayed at the pump, or you could inform customers of special offers or customer loyalty programs?

The answer is NAMOS paylane Multimedia - a solution for directly reaching your customers at the pump. It's the latest innovation of

A one stop solution:

- The *i*-SERVICE STATION

Most service stations offer around-the-clock service; they sell bread, beer, charcoal for barbeques, cigarettes, newspapers, etc., and they have become a regular stop for many customers even when other stores are still open. But at a growing number of service stations even more services are being added. The problem? How many customers who stop at the pump to fill the tank really know what else is available inside? TV advertising and websites may promote the image of a service station brand, but when it comes to these extra services, the message doesn't reach the consumers directly.

Advertising messages must be displayed at the pump!

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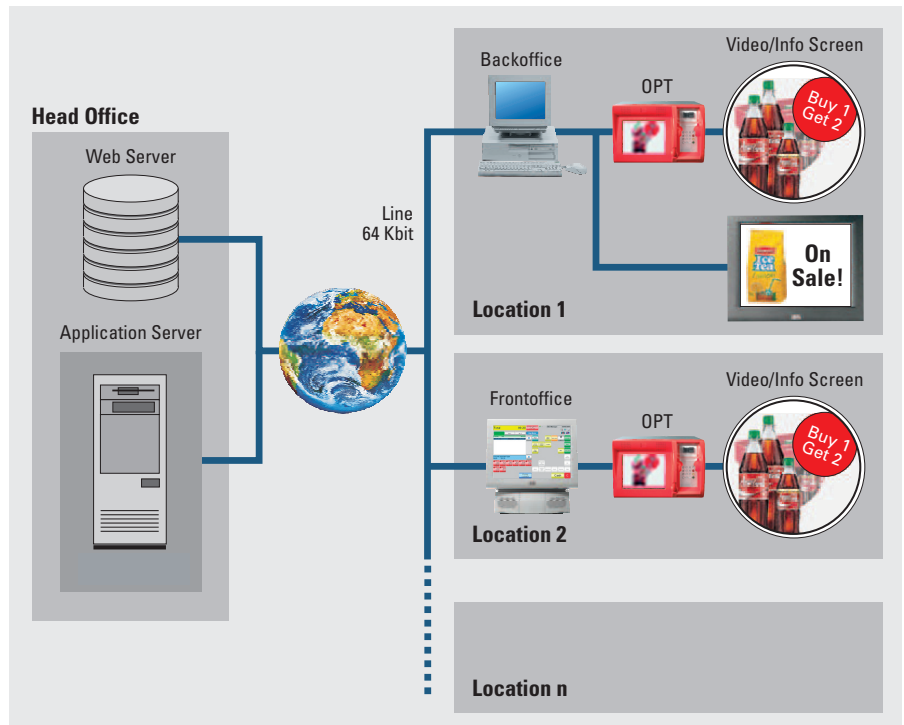
Fuel and much, much more

With NAMOS paylane, Wincor Nixdorf offers an innovative, self-service terminal (Outdoor Payment Terminal) that allows customers to pay services outside the shop. The user-friendly intuitive touch screen interface only displays the most important functions. Customer just fill up or wash their car, insert a card, and they're done. It couldn't be easier.

But NAMOS paylane also does more! It can be enhanced to function as a multimedia terminal, an ideal medium for showing customers up-to-date advertisements, making them aware of loyalty programs, or offering information tailored to a particular service station. The promotion possibilities are almost endless.

Oil companies use their Internet presences as platforms for providing information about their extensive product and service offerings. With NAMOS paylane Multimedia, the most important messages can also be displayed at the pump itself – after all, this is the “point of contact” with customers, who can respond much more spontaneously to service or product offerings shown here.

■ NAMOS paylane Multimedia architecture



Examples include special carwash programs in the fall, the latest CDs on sale in the shop, or loyalty rewards and bonus points for each liter of fuel. Customers who read about these offerings at the pump are more likely to act quickly and take advantage of them.

NAMOS paylane Multimedia can be scaled from a single-station software to an integrated enterprise solution.

All activities within the distribution to your branches are actively recorded and can be analysed afterwards.

Both, central or local organization, ensure that up-to-date promotions and information are displayed on site – either individually in each service station or in all stations belonging to a specific brand or in a specific region.

Store-sided modifications can be done via Internet/Intranet. The store operator simply logs on to the central server via browser and modifies the ad messages or composes them individually.

The flexible cross-media communication platform not only allows the adoption for all electronic advertisement displays inside and outside the shop, but also price and poster printers.

The output of a wide range of still or motion content, like freeze images, flash animations videos or web content enables you to create a revenue stream with endless promotion possibilities.

The software is browser-based and can be operated anytime, from anywhere. Data is transferred using latest Internet technology.

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