



PAYMEDIA

**PAYMEDIA Solutions
for Secure PumpPAY**

THE MOST SIGNIFICANT INNOVATION SINCE PAY-AT-THE-PUMP

PAYMEDIA for Secure PumpPAY is a revolutionary Media platform that transforms the ordinary fuel purchase into an engaging, interactive customer experience.

Only VeriFone provides a turnkey, revenue generating payment and media platform that works on virtually every fuel pump regardless of fuel brand. Our team of Media experts handle all advertising sales and content placement, leaving you nothing to do but sit back and collect revenue month after month.

And with this comprehensive platform, the opportunities to add new revenue generating programs are endless.

PAYMEDIA for Secure PumpPAY is an innovative, all-in-one, game-changing solution that works universally with every fuel pump manufacturer and provides petroleum retailers the tools they need to dynamically manage content and their investment.



With VeriFone's PAYMEDIA for Secure PumpPAY service you can completely transform your fuel pumps with dynamic video content to bring your customers valuable information and entertainment — plus advertising to generate a recurring monthly revenue stream for your business.

Rest assured that all of the Secure PumpPAY solutions are PCI approved today and EMV Chip and PIN ready for future proof, lasting peace of mind.

Secure, PCI and EMV Compliant Payment and Untapped Revenues, along with an Enriched Customer Experience that:

- Engages customers with full-motion video and audio while they fill up
- Promotes your in-store products and delivers advertising that brings significant new revenue
- Securely and effectively handles card payments
- Combats breaches and discourages tampering


This Turnkey Solution Includes:

- A time-tested, integrated payment module that fits neatly into all major dispensers — includes the same safety UL certification required by the original pump manufacturer
- A crisp, clear full-color digital display that elevates the fueling experience to a whole new level
- Industry-proven news and entertainment directed to each individual fueling customer — unlike those white noise alternatives that play endlessly on multiple screens across your station
- You can stay focused on running your business — Let VeriFone manage all ad sales, scheduling and placements with our Media Solutions Team of professionals, at no additional cost to you. Or if you prefer, you can manage the media components on your own with the help of VeriFone's Customer Console

PAYMEDIA Customer Console


The innovative and easy-to-use web-based PAYMEDIA Customer Console helps you create high quality, professional promotions that will get you impressive results.

- Create and manage promotions for one or all of your stores from a single location
- Create promotions in advance or on the fly. Scheduling them is a snap, and they appear on your pumps within minutes
- Manage promotion schedules and see daily ad play reports
- Monitor what is playing at your sites from anywhere, anytime




Stay focused on running your business — let VeriFone manage all ad sales and scheduling with our team of media professionals.

Or if you prefer, our user-friendly tools enable you to manage the media on your own.




For fuel retailers, PAYMEDIA delivers high-octane results that greatly improve security, reduce compliance risks and position you for new sources of revenue and programs that will grow and retain customers.

Packed With Security Protections




Secure PumpPAY has never been breached by data thieves. An encrypting PIN pad with EMV ready secure card reader and VeriFone's VeriShield Total Protect, secured by RSA, encrypts all transactions from the instant a card is inserted until the data reaches the processor. Activate secure EMV transactions as soon as your processor enables them, without costly hardware upgrades, for a future proof investment that keeps your fueling stations ahead of the compliance curve well into the future.

Engaging Media Content



The most exciting benefits of PAYMEDIA are generated from the engaging content provided by VeriFone Media. Topical news, weather, entertainment, trivia and even movie clips — compiled from top tier providers and broadcast networks — are played right at the pump, beginning only when your customer starts fueling and ending when the pump nozzle is replaced. Seamlessly integrated into this media stream is just the right mix of advertising — a combination of national and local ads for name brands and area businesses, often directly promoting your c-store offerings. Ads are targeted to your precise market demographics — generating revenue as you entertain your customers.

Proven Media Solution, from Media Professionals




VeriFone has delivered a similar secure payment and media solution to taxi companies since 2006 — to rave reviews. Advertisers are very pleased with the response from the “captive” taxi audience, and passengers surveyed really enjoy the timely information and entertainment.

The media programming and ads have earned high recall and produced real results for advertisers, keeping the revenue base strong.

Flexible Program Options

Best of all, the PAYMEDIA service comes with several options to fit your needs. Outsource it completely to VeriFone, or manage whatever portion you want in-house. Participate in VeriFone's revenue-sharing ad and coupon printing program, or create your own advertising and manage the media content using the intuitive, web-based PAYMEDIA customer portal.



Getting started couldn't be easier. You can invest upfront by purchasing the solution from VeriFone — or conserve your capital and opt for a VeriFone's managed service plan with very low monthly payments. Whatever option you choose, expect PAYMEDIA for Secure PumpPAY to provide uncompromising security and transform your forecourt into a new source of profits for your business.

PAYMEDIA — THE POWER TO ENGAGE

If the high cost of achieving PCI compliance at the pump has prevented you from taking the first step toward securing your customers card data, PAYMEDIA for Secure PumpPAY is an ideal way to offset that expense.

Only one company has both the unequalled expertise in secure payment processing and media content delivery, plus an understanding of the petroleum/c-store industry and dedication to providing continuous, high-quality service. VeriFone.

For a solution that can truly transform your pay-at-the-pump experience, visit:

<http://paymedia.com/petro>



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