

TRANSFORMING THE PAY-AT-THE-PUMP EXPERIENCE

PAYMEDIA for Secure PumpPAY is a turnkey media solution that completely transforms 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.

PAYMEDIA FOR SECURE PUMPPAY

A Total Turnkey Solution

- 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
- 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 white noise alternatives that play endlessly on multiple screens across your station

A Solid Recurring Revenue Stream

- Subscribers earn 50% of the Net Advertising Profit for ads played at their site for each month they are enrolled in the program
- Leverages a captive and attentive fueling customer with guaranteed viewership
- Enables time-based targeted advertising with day-part segments, for messaging to morning or evening commuters, weekend travelers, visitors and more

PAYMEDIA Customer Console

- Easy-to-use web-based PAYMEDIA Customer Console helps you create high quality, professional promotions using custom templates and large image, audio and video library
- 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

Packed With Security Protections

- Encrypting PIN pad with EMV ready secure card reader
- 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

- Engaging content provided by VeriFone Media Team
- Topical news, weather, entertainment, trivia and even movie clips — compiled from top tier providers and broadcast networks
- Media begins only when your customer starts fueling and ends when the pump nozzle is replaced
- Provides mix of advertising including national and local ads for name brands and area businesses and your c-store offerings
- Ads are targeted to your precise market demographics — generating revenue as you entertain your customers

Easy Media Delivery and Management

- Since the media programming content updates remotely, station owners/operators can focus on running their business
- VeriFone Media Solutions operations team manages all aspects of videos being played across all sites, driven from a fully redundant Media Host Data Center



www.paymedia.com/petro

©2011 VeriFone, Inc. All rights reserved. VeriFone, the VeriFone logo, PAYmedia, and Secure PumpPAY are either trademarks or registered trademarks of VeriFone in the United States and/or other countries. All other trademarks or brand names are the properties of their respective holders. All features and specifications are subject to change without notice. 1/11 0000 Rev A IS

 **VeriFone**
THE WAY TO PAY™