



# YOUR BRAND. YOUR MESSAGE. WHAT WILL YOUR STORY BE?

## What is it?

Self-Managed Media is a tool that gives you full access to the screens on your fueling dispensers to promote your brand and your message.

## Why Choose Us?

We help you execute and optimize your marketing strategy on the forecourt without any additional work from you or your team.

## SELF-MANAGED MEDIA



### Build Brand Awareness

Establish your brand and build relationships with your customer.



### Create a Personalized Experience

Ensure the right content is playing at the right time.



### In-store Sales

Connect directly through coupons and engaging content.



### Required Connectivity

High-speed broadband connection (1mb)  
Ethernet, DSL, Satellite, or cable/modem



### Supported File Types

Audio: AAC, AC3/A52, FLAC, OGG, MP3, or WAV  
Video: AVI, FLV, MPG, MOV, MP4



### Hardware Requirements

Requires 10.4" or larger color screen Applause  
Server or Cloud Based Deployment Gilbarco  
dispenser media board (GSOMs or Omnia)