



APPLAUSE TV WITH NET®

LOYAL CUSTOMERS. HIGHER PROFITS.

SITE **DIFFERENTIATION**

BUILDING **LOYALTY**

DRIVING **IN-STORE SALES**

EXCLUSIVE CONTENT:



'Originally as many as 75 to 80 percent of customers would pump and leave. Now we've brought that down to a 50 50 split in a relatively short amount of time...'

-FRAN COLEMAN, STORE MANAGER
UGAS, ST. LOUIS, MO

OVERVIEW

Applause TV with VNET is the only award-winning in dispenser digital media solution offering full motion video and audio content, professionally designed promotions and on-demand couponing to entertain your customers and give them a reason to come inside the c-store for purchases. Applause TV is available nationwide, and is the solution of choice for hundreds of convenience retailers across the country. Differentiate your site, build customer loyalty and raise your in-store profits with the premier in dispenser digital media solution.



BENEFITS OF APPLAUSE TV

EXCLUSIVE CONTENT UPDATED DAILY:

Enhance your customers' fueling experience with programming from NFL Network, Fox News, weather and many other premier content providers at the pump. With daily updates of News and Weather and fresh entertainment content each week, Applause TV keeps your customers entertained, informed and coming back more often.

PROFESSIONAL DESIGN SERVICES:

Access our team of creative service professionals dedicated to designing and producing customized promo spots for your monthly specials and offers to drive traffic from the pump into the c-store.

INTERACTIVE COUPONING:

Bring more customers into the c-store with on-demand couponing at the pump.

LOYALTY CARD INTEGRATION:

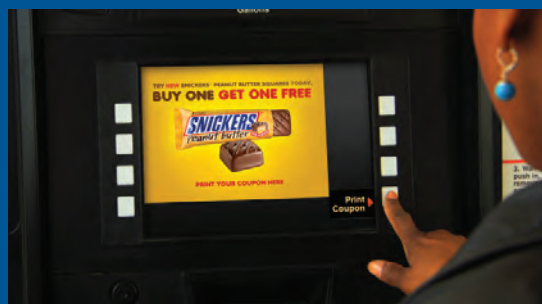
Integrate your loyalty program with Applause TV and deliver customized offers based on customers' individual preferences and purchase history.

DEDICATED ACCOUNT MANAGEMENT:

Make the most of media at the pump with dedicated digital marketing professionals assigned to help you maximize the impact of Applause TV.

CUTTING EDGE TECHNOLOGY.

Modernize your station and enhance your image with state-of-the-art 10.4 color screens with directional audio.



REAL BUSINESS OWNERS. REAL RESULTS.

Tommy Hunt, Calloway Oil/E-Z Stop Food Marts, Maryville, Tennessee

PROMOTION:
Reese's "2 for \$2 King Size"



RESULT: **15% SALES INCREASE**

PROMOTION:
Buy 2 32oz Gatorades for \$2.22



RESULT: **19% SALES INCREASE**

"We are excited to introduce this state-of-the-art new media into the fuel dispenser to help entertain and retain our customers.

We have tried Applause TV and we were thrilled to see the immediate impact it had on our sales."

- TOMMY HUNT, CALLOWAY OIL

GET IN
TOUCH

Contact your local Gilbarco Distributor for more information.

Locate your local Distributor at <http://www.gilbarco.com/Support/contactaRep.cfm>, or contact Gilbarco at (336) 547-5000

