

Gilbarco®

Bar Code Reader

Extend your customer loyalty program at the dispenser!

The loyalty discount capability and Bar Code Reader are currently included in the G-SITE ADA-Chicago and Buypass applications, as well as many 3rd party POS applications.

Customer impact

A loyalty program that reduces the price of gasoline to repeat customers can have an immediate and welcomed impact. Discounts on gasoline at the fuel dispenser are very popular with customers of all kinds.

Loyalty card use

Either magnetic stripe or bar code cards can be used with loyalty programs, depending on the POS software application.

When a customer initiates a fuel transaction, they will be prompted by the CRIND asking if they want to use a loyalty card.

The customer can then use either a magnetic stripe or bar-coded loyalty card. For bar-coded loyalty cards, the customer simply places the card at the bottom of the bar code hood to be "read" or scanned. A visual "Card Read" illuminates along with an auditory "beep" indicating that the card has been successfully scanned.

After the loyalty card is processed, the POS system can lower the price of gasoline for that customer or present other promotions to the customer. If it is a pay-inside situation, either a scanner or card reader inside will be used to accept the loyalty card.



Now fuel marketers can extend their customer loyalty program from the store to the fuel island with the Gilbarco® Bar Code Reader CRIND® Option from Gilbarco.

Loyalty card fueling discounts can be accomplished by customers using bar-coded or magnetic stripe cards at-the-dispenser. Bar-coded key ring loyalty tags can also be used. The POS system can be programmed to give discounts on fuel sales to valid loyalty cardholders. The amount saved on the

fuel purchase prints out on the customer's receipt. (In non G-SITE applications, this is a function of the third party POS system.)

Easy to implement

The Gilbarco Bar Code Reader in the dispenser is available as a factory option or as an easy-to-install retrofit on the Advantage, Encore and Eclipse Series Dispensers with either MonoChrome or InfoScreen™ CRIND. The POS application software needs to support bar code scanner technology!

Models and specifications

Gilbarco's bar code scan engine

Gilbarco's bar code scan engine is a miniaturized one-dimensional/two-dimensional (1D/2D) raster scanner with 1D/2D algorithms and scans at the rate of 560 scans-per-second.

Our scan engine reads both 1D and 2D bar codes, whereas a 1D scanner only reads 1D code. Our 2D-raster scanner provides a more aggressive read rate on normal 1D linear cards than a 1D scanner does. It also provides excellent performance on "bad" bar codes.

Gilbarco's 2D scanner will be able to read new 2D stacked and composite codes (coupons, new UPC codes) as has been released by the Uniform Code Council for standardization by 2003.

2-Dimensional verses 1-Dimensional bar codes

Most bar codes in the retail trade are 1-dimensional (1D) today however; the trend toward 2-dimensional (2D) use is growing because of the higher data capacity that can be achieved with 2D bar codes.

A 1-dimensional bar code has the same information repeated vertically, therefore the term one-dimensional. The 2-dimensional bar code has information stored horizontally as well as vertically. The 2D's ability to provide more information in a database is beginning to make it more attractive.

For example, in a mass mailing of business reply cards, a 1D code may provide zip code information only, on the returns. Whereas, in a similar mailing with 2D code, returned cards may provide names, addresses and possibly some demographic information as well.

About bar codes

Gilbarco's Bar Code Reader in the dispenser reads the following bar codes: UPC-A, UPC-E, EAN-8, EAN-13., Code 39, Code 128 and Interleaved 2 of 5.

The UPC code is the standard bar code product marking symbology that has been used by the grocery industry since the early 70's.

The EAN code is the foreign version of the UPC code. Most retail products around the world will contain UPC/EAN bar code symbols.

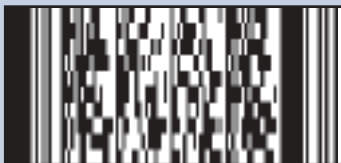
While the Gilbarco scanner is programmed to read the UPC and EAN 1D codes above, additional decoding capabilities are easily added.

Regulatory and agency approvals

Gilbarco's Bar Code Reader meets U.L. and FCC requirements. In addition, Gilbarco's Bar Code Reader in-dispenser scanner has been submitted to the FDA for approval as required for the use of a laser device.



Information on a 1-D bar code is stored horizontally in one dimension as shown above.



A 2-D bar code can store information both horizontally and vertically, enabling more data storage as shown above.