Introduction

EMV Migration Guide

This e-book is provided to you as part of Gilbarco’s EMV knowledge center. We developed this to support U.S. C-Store retailers in the transition to EMV compliance. It provides a wealth of resources about EMV deadlines, requirements, chip cards, plus Gilbarco’s forecourt and merchandising technology offerings.

Start Now

We believe that with the number of sites requiring upgrades and the limited number of installation technicians, the longer you wait, the longer you’re going to wait! Manufacturing, component, technician, and many other capacity constraints could impact your ability to meet migration deadlines! Gilbarco recommends you start now and get in line first.

As the EMV changeover spreads globally, the U.S. deadline for the forecourt has been extended to October 2020. Complying with the EMV regulation will result in:

- Reduced cost of chargebacks by avoiding the liability shift
- Mitigating fraud at your site(s)
- Enhancing customer information security
- Protecting your brand

Checklist

To get started, simply use the checklist we included in this e-book. This checklist outlines the components that are required to support EMV for each of several pump dispenser types. We even detail different scenarios.

Questions

Who are the experts in case I have questions? For questions, please reach out to our experts at AskAboutEMV@gilbarco.com.
EMV Migration Checklist

To streamline the upgrade process, we compiled a checklist for select dispenser models already deployed into the field.

### Encore® 700 S Dispensers
- EMV hybrid (chip and magnetic stripe) card reader
- High-speed site connectivity (see below)
- EMV software upgrade

### Advantage, Encore® 300, 500, and S Dispensers
- **Purchase:**
  - New Encore® 700 S
  - FlexPay™ IV CRIND® retrofit
  - EMV hybrid (chip and magnetic stripe) card reader
  - High-speed site connectivity (see below)
  - EMV software upgrade (in conjunction with POS)
  - Reimage Kit Options (applies to retrofit kit only)

### Wayne Ovation & Vista
- **Purchase:**
  - New Encore® 700 S
  - FlexPay™ IV CRIND® retrofit
  - EMV hybrid (chip and magnetic stripe) card reader
  - High-speed site connectivity (see below)
  - EMV software upgrade (in conjunction with POS)

### High-speed Site Connectivity
- CAT5e/CAT6 cable from the store to the forecourt
- or —
- Leverage existing 2-wire with FlexPay™ Connect IP converting hardware
EMV Overview

Overview
Europay International, MasterCard International, and Visa International originally formed EMV as a joint effort in 1994 (later renamed EMVCo, LLC in 1998) to manage EMV card specifications for payment systems around the world. EMV’s card holder authentication technology provides a fundamentally more secure payment ecosystem, reducing both the incidence and liability associated with fraudulent payment transactions.

What is EMV?
EMV payments leverage a computer chip located on the front of the payment card to transmit data from the card to the card reader. This chip calculates a unique data packet for each transaction reducing the value of any data that can be stolen out of a payment system.

What are the benefits of EMV?
1. Improved security (plus fraud reduction)
2. Reduced cost of chargebacks by avoiding the liability shift
3. Customer card security
4. Brand protection

What does EMV approval mean to the retailer?

EMV approval is granted on three levels:
1. Hardware compliance (devices) — Hardware manufacturers must have certifications on their payment hardware confirming their capability to accept and process EMV transactions.
2. Software compliance (inside the device) — Device manufacturers must also have software on their devices that is certified to accept and process EMV transactions.
3. Certification with the fuel brand or network — Devices in a payment ecosystem must be certified together either via a major oil or payment processing network prior to being able to accept EMV transactions in the field.
EMV Overview

When should convenience store retailers plan to deploy EMV technologies?

Most large convenience store retailers have already begun EMV migration planning and deployment. Dispenser EMV software has been released and the point-of-sale providers will be rolling out the software required to turn on forecourt EMV throughout 2017. There is a need to begin hardware deployments early for a variety of reasons:

1. **Early Mover Advantage:** Consumers are becoming increasingly aware of payment data security and are going to be attracted to sites that offer chip payment
2. **Avoid Being a Fraud Target:** As EMV rolls out across the forecourt, fraudsters will gravitate to sites that have not upgraded
3. **Costs:** Spread the cost over multiple years
4. **Manufacturing Capacity:** Avoid manufacturing capacity constraints and potential extended lead times
5. **Installation Bottleneck:** Avoid installing technician bottleneck as the liability shift dates approach

How does skimming in the forecourt play a role in the EMV changeover?

Skimming, or the placement of a false or foreign device on or near the credit card terminal, requires a little ingenuity and a lot of scheming. Criminals obtain all the information they need to make their own purchases or sell the intelligence on the black market. Because the EMV deadline has passed for restaurants, retail and ATMs, convenience stores are becoming a higher target for skimmers. In conjunction with the security of EMV, solutions like the FlexPay™ Hybrid Card Reader use EMV encryption at the dispenser to keep internal information secure.

EMV Timeline

- August 2011: Visa announces EMV migration timeline to the US
- January 2012: MasterCard announces US EMV migration
- March 2012: Discover announces US EMV migration
- June 2012: American Express announces US EMV migration
- October 2015: Liability shifts for transactions on non-EMV capable POS terminals (in-store)
- October 2020: Liability shifts for transactions on non-EMV capable forecourt terminals
Forecourt Payment Products

EMV Building Blocks
To support EMV transactions at the forecourt, four primary building blocks are required:

1. CRIND® Upgrade — Dispenser Payment Terminal (CRIND®) certified to support EMV payments
2. EMV Chip Card Reader — Card reader capable of accepting a chip card
3. Site Connectivity — Forecourt connectivity for high-speed EMV transactions (CAT-5e/6 cable or FlexPay™ Connect)
4. CRIND® EMV Software Upgrade — Software upgrade and EMV end-to-end certification
## Payment Overview

Gilbarco provides retail petroleum owners and operators the ability to upgrade their sites to support EMV across a variety of Gilbarco and competitive dispenser types. This cross-platform upgrade path provides a simpler solution for retailers planning their EMV migrations through POS-to-CRIND® protocol development and EMV certifications.

### Generally, for dispensers older than 8-years, Gilbarco recommends purchasing new Encore® 700 S dispensers to alleviate costs over time.

| New Dispenser Purchases | For new dispenser purchases, Gilbarco recommends purchasing Encore® 700 S dispensers, which come standard with the EMV-certified FlexPay™ IV CRIND®.
| | New Encore® 700 S dispensers, with optional Applause™ TV, come with additional discounts on FlexPay™ Connect. (See below or page 29.)
| Dispenser Retrofits | For existing Gilbarco dispensers other than the Encore® 700 S, Gilbarco offers the FlexPay™ IV CRIND® Retrofit Kit which retrofits: The Advantage, Encore® 300, Encore® 500, and Encore® S dispensers with the same CRIND® technology that is available in the Encore® 700 S.
| | The FlexPay™ IV Retrofit Kits come with a color screen, CRIND® electronics, Encrypting PIN pad (EPP), and Hybrid Card Reader (HCR) mounted directly to the door — simplifying the installation process.
| | Retrofit kits with Applause™ TV come with additional discounts on EMV communications equipment.
| | Gilbarco also offers a FlexPay IV retrofit for Wayne Vista 2/3 and Ovation 1 dispensers.
| EMV Hybrid Card Reader Chip & Mag-Stripe | The EMV Hybrid Card Reader (HCR) is a required option on the FlexPay™ IV CRIND® for accepting EMV transactions.
| FlexPay™ Connect High-Speed Connectivity | Provides the ability to implement high-speed communications over existing twisted pair or two-wire forecourt infrastructure (see page 29 for details).
| EMV Software Upgrade | Required to enable software in the CRIND® that will perform EMV transaction processing (“turning on EMV”).
Replace or Retrofit Older Dispensers?

Make the most of your EMV investment by understanding when to replace and when to retrofit your existing dispensers.

Reasons for Replacing Older Dispensers:
- Increasing Cost of Maintenance: As dispensers age, the average cost of maintaining the pump equipment/hydraulics can increase over time due to normal wear and tear on the equipment.
  » Globally, we have seen that dispensers in the field longer than 8 years have higher than average maintenance costs.
  » This cost can justify the purchase of a new dispenser versus retrofitting an older dispenser.
- Improved Site Image: Purchasing new dispensers can also improve the image of the site and make it more desirable for customers
- Increased Traffic: Globally, we have seen that enhanced and modernized sites drive increased traffic.

Gilbarco Recommendations

Replace
- Tokheim Premier B & C
- Wayne Vista
- Gilbarco Advantage
- Gilbarco Encore® 500
- Gilbarco Encore® 300 (if purchased prior to 2005)

Retrofit
- Wayne Ovation
- Gilbarco Encore® S ECIM
- Gilbarco Encore® S
- Gilbarco Encore® 300 (if purchased after 2005)
### FlexPay™ IV Retrofit Kits

<table>
<thead>
<tr>
<th>Dispenser</th>
<th>The Advantage</th>
<th>Encore® 300</th>
<th>Encore® 500</th>
<th>Encore® S</th>
<th>Encore® S ECM</th>
<th>Encore® 700 S</th>
</tr>
</thead>
<tbody>
<tr>
<td>FlexPay™ IV Retrofit Kit</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td>Pg.</td>
<td>20</td>
<td>18</td>
<td>16</td>
<td>14</td>
<td>12</td>
<td>10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dispenser</th>
<th>Wayne Vista</th>
<th>Wayne Ovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flexpay IV™</td>
<td>MX-760 All-in-One</td>
<td>MX-700 Distributed</td>
</tr>
<tr>
<td>Pg.</td>
<td>24</td>
<td>22</td>
</tr>
</tbody>
</table>
EMV Upgrade Process: Encore® 700 S

EMV Hybrid Card Reader (Chip & Mag-Stripe)
## Current Dispenser | Encore® 700 S

<table>
<thead>
<tr>
<th>Production Date</th>
<th>2011– Present</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EMV Upgrade Path</strong></td>
<td></td>
</tr>
<tr>
<td>• If not purchased as a factory-installed option, upgrade with an EMV hybrid chip card reader.</td>
<td></td>
</tr>
<tr>
<td>• Enhance site wiring with FlexPay™ Connect for high-speed EMV transactions.</td>
<td></td>
</tr>
<tr>
<td><strong>Standard Features</strong></td>
<td></td>
</tr>
<tr>
<td>• Encrypting PIN Pad (EPP)</td>
<td></td>
</tr>
<tr>
<td>• Hybrid Card Reader (HCR)</td>
<td></td>
</tr>
<tr>
<td>• 5.7” Color Screen</td>
<td></td>
</tr>
<tr>
<td><strong>Upgrade Options</strong></td>
<td></td>
</tr>
<tr>
<td>• 10.4” Color Screen</td>
<td></td>
</tr>
<tr>
<td>• Applause™ TV</td>
<td></td>
</tr>
<tr>
<td>• EPP Heater</td>
<td></td>
</tr>
<tr>
<td>• Cash Acceptor</td>
<td></td>
</tr>
<tr>
<td>• TRIND® (Speedpass)1</td>
<td></td>
</tr>
<tr>
<td>• Contactless Card Reader (NFC)1</td>
<td></td>
</tr>
<tr>
<td>• Additional dispenser options shown in GPL-1500</td>
<td></td>
</tr>
</tbody>
</table>

### Product Notes
1. TRIND® and Contactless Card Readers are not available on the same dispenser.
EMV Upgrade Process: Encore® S ECIM

Encore® S ECIM
FlexPay™ IV Retrofit Kit
<table>
<thead>
<tr>
<th>Current Dispenser</th>
<th>Encore® S ECIM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Production Date</strong></td>
<td>2008 – Present</td>
</tr>
</tbody>
</table>
| **EMV Upgrade Path** | • Option 1: Replace with an Encore® 700 S dispenser with an HCR chip card reader.  
• Option 2: Upgrade the CRIND® with a FlexPay™ IV CRIND® Retrofit Kit with an EMV hybrid chip card reader.  
• Enhance site wiring with FlexPay™ Connect for high-speed EMV transactions. |
| **Standard Features** | • Encrypting PIN Pad (EPP)  
• Hybrid Card Reader (HCR)  
• 5.7” Color Screen |
| **Upgrade Options** | • 10.4” Color Screen  
• Applause™ TV  
• EPP Heater  
• Cash Acceptor  
• TRIND® (Speedpass)\(^1\)  
• Contactless Card Reader (NFC)\(^1\) |

**Product Notes**  
1. TRIND® and Contactless Card Readers are not available on the same dispenser.
EMV Upgrade Process: Encore® S

Encore® S
FlexPay™ IV Retrofit Kit
<table>
<thead>
<tr>
<th>Current Dispenser</th>
<th>Encore® S</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Production Date</strong></td>
<td>2006 – 2007</td>
</tr>
<tr>
<td><strong>EMV Upgrade Path</strong></td>
<td></td>
</tr>
<tr>
<td>• Option 1: Replace with an Encore® 700 S dispenser with an HCR chip card reader.</td>
<td></td>
</tr>
<tr>
<td>• Option 2: Upgrade the CRIND® with a FlexPay™ IV CRIND® Retrofit Kit with an EMV hybrid chip card reader.</td>
<td></td>
</tr>
<tr>
<td>• Enhance site wiring with FlexPay™ Connect for high-speed EMV transactions.</td>
<td></td>
</tr>
<tr>
<td><strong>Standard Features</strong></td>
<td></td>
</tr>
<tr>
<td>• Encrypting PIN Pad (EPP)</td>
<td></td>
</tr>
<tr>
<td>• Hybrid Card Reader (HCR)</td>
<td></td>
</tr>
<tr>
<td>• 5.7&quot; Color Screen</td>
<td></td>
</tr>
<tr>
<td>• Full dispenser door, including ECIM insert (effectively converting it from an Encore® S to an Encore® S ECIM)</td>
<td></td>
</tr>
<tr>
<td><strong>Upgrade Options</strong></td>
<td></td>
</tr>
<tr>
<td>• 10.4&quot; Color Screen</td>
<td></td>
</tr>
<tr>
<td>• Applause™ TV</td>
<td></td>
</tr>
<tr>
<td>• EPP Heater</td>
<td></td>
</tr>
<tr>
<td>• Cash Acceptor</td>
<td></td>
</tr>
<tr>
<td>• TRIND® (Speedpass)(^1)</td>
<td></td>
</tr>
<tr>
<td>• Contactless Card Reader (NFC)(^1)</td>
<td></td>
</tr>
</tbody>
</table>

**Product Notes**
1. TRIND® and Contactless Card Readers are not available on the same dispenser.
EMV Upgrade Process: Encore® 500

RECOMMENDED REPLACEMENT

Due to the age of the Encore® 500 dispensers, we recommend replacing with an Encore® 700 S dispenser with an HCR chip card reader.

Encore® 500
FlexPay™ IV Retrofit Kit
<table>
<thead>
<tr>
<th>Current Dispenser</th>
<th>Encore® 500</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Production Date</strong></td>
<td>2000 – 2005</td>
</tr>
</tbody>
</table>
| **EMV Upgrade Path** | • Option 1: RECOMMENDED — Due to the age of the Encore® 500 dispensers, we recommend replacing with an Encore® 700 S dispenser with an HCR chip card reader.  
• Option 2: Upgrade the CRIND® with a FlexPay™ IV CRIND® Retrofit Kit with an EMV hybrid chip card reader.  
• Enhance site wiring with FlexPay™ Connect for high-speed EMV transactions. |
| **Standard Features** | • Encrypting PIN Pad (EPP)  
• Hybrid Card Reader (HCR)  
• 5.7” Color Screen  
• Hengstler USB printer (only for units built prior to Jan. 5, 2005) |
| **Upgrade Options** | • 10.4” Color Screen  
• Applause™ TV  
• EPP Heater  
• TRIND® (Speedpass)1  
• Contactless Card Reader (NFC)1 |

**Product Notes**

1. TRIND® and Contactless Card Readers are not available on the same dispenser.
EMV Upgrade Process: Encore® 300

RECOMMENDED REPLACEMENT
If purchased prior to 2005, we recommend replacing with the Encore® 300 with an Encore® 700 S dispenser with an HCR chip card reader.

Encore® 300 FlexPay™ IV Retrofit Kit
## Current Dispenser | Encore® 300

<table>
<thead>
<tr>
<th>Production Date</th>
<th>2002 – 2013</th>
</tr>
</thead>
</table>
| **EMV Upgrade Path** | Option 1: If purchased prior to 2005, we RECOMMEND replacing with an Encore® 700 S dispenser with an HCR chip card reader.  
Option 2: Otherwise, upgrade the CRIND® with a FlexPay™ IV CRIND® Retrofit Kit with an EMV hybrid chip card reader.  
Enhance site wiring with FlexPay™ Connect for high-speed EMV transactions. |
| **Standard Features** | Encrypting PIN Pad (EPP)  
Hybrid Card Reader (HCR)  
5.7” Color Screen  
Hengstler USB printer (same printer shipped in Encore® S and 700 S dispensers) |
| **Upgrade Options** | 10.4” Color Screen  
Applause™ TV  
EPP Heater  
TRIND® (Speedpass)  
Contactless Card Reader (NFC) |
| **Product Notes** | 1. TRIND® and Contactless Card Readers are not available on the same dispenser. |
EMV Upgrade Process: The Advantage

RECOMMENDED REPLACEMENT
Due to the age of The Advantage dispensers, we recommend replacing with an Encore® 700 S dispenser with an HCR chip card reader.

The Advantage FlexPay™ IV Retrofit Kit
<table>
<thead>
<tr>
<th>Current Dispenser</th>
<th>The Advantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production Date</td>
<td>1990 – 2003</td>
</tr>
</tbody>
</table>
| **EMV Upgrade Path** | • Option 1: RECOMMENDED — Due to the age of The Advantage dispensers, we recommend replacing with an Encore® 700 S dispenser with an HCR chip card reader.  
• Option 2: Upgrade the CRIND® with a FlexPay™ IV CRIND® Retrofit Kit with an EMV hybrid chip card reader.  
• Enhance site wiring with FlexPay™ Connect for high-speed EMV transactions. |
| **Standard Features** | • Encrypting PIN Pad (EPP)  
• Hybrid Card Reader (HCR)  
• 5.7” Color Screen\(^1\)  
• Hengstler USB printer (same printer shipped in Encore® S and 700 S dispensers) |
| **Upgrade Options** | • Applause™ TV  
• EPP Heater  
• TRIND® (Speedpass)\(^2\)  
• Contactless Card Reader (NFC)\(^2\) |

**Product Notes**
1. 10.4” color screen is not available on the Advantage FlexPay™ IV Retrofit Kit
2. TRIND® and Contactless Card Readers are not available on the same dispenser.
EMV Upgrade Process: Wayne Ovation
### Current Dispenser | Wayne Ovation

<table>
<thead>
<tr>
<th>Production Date</th>
<th>2002 – present</th>
</tr>
</thead>
</table>
| **EMV Upgrade Path** | • Option 1: Replace with an Encore® 700 S dispenser with an HCR chip card reader.  
• Option 2: Upgrade the CRIND® with a FlexPay IV™ Retrofit Kit.  
• Enhance site wiring with FlexPay Connect for high-speed EMV transactions. |

| **Standard Features** | • Encrypting PIN Pad (EPP)  
• Hybrid (Chip & Mag Stripe) Card Reader  
• 10.4" Color Screen |

| **Upgrade Options** | • Applause™ TV  
• Contactless Card Reader (NFC) |
EMV Upgrade Process: Wayne Vista

RECOMMENDED REPLACEMENT
Due to the age of Wayne Vista dispensers, we recommend replacing with an Encore® 700 S dispenser with an HCR card reader.
<table>
<thead>
<tr>
<th><strong>Current Dispenser</strong></th>
<th><strong>Wayne Vista</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Production Date</strong></td>
<td>Approx. 2000 - present</td>
</tr>
</tbody>
</table>
| **EMV Upgrade Path** | • Option 1: RECOMMENDED — Due to the age of Wayne Vista dispensers, we recommend replacing with an Encore® 700 S dispenser with an HCR card reader.  
• Option 2: Upgrade the CRIND® with a FlexPay IV™ Retrofit Kit. (Not available for Vista 4 models)  
• Enhance site wiring with FlexPay Connect for high-speed EMV transactions. |
| **Standard Features** | • Encrypting PIN Pad (EPP)  
• Hybrid (Chip & Mag Stripe) Card Reader  
• 5.7” Color Screen¹ |
| **Upgrade Options**  | • Applause™ TV  
• Contactless Card Reader (NFC)² |

**Product Notes**
1. 10.4” color screen not available with FlexPay IV for Vista  
2. TRIND® and Contactless Card Readers are not available on the same dispenser.
Reimage Kit Options

Features:
- ONE PRICE regardless of brand or model — simplifying the quoting and ordering process
- The highest quality factory graphics for a new-dispenser like appearance

Base Graphics Kit Includes
- All custom-branded bezel door graphic overlays
- Factory lower door assemblies with preapplied graphics and door locks

Options Include
1. Side Sheathing
   - Includes both inner and outer sheathing
   - Choose from painted or stainless
   - Choose from flat or formed tuxedo

2. Custom Canopy
   - Choose from three Encore® designs: brand view, rectangular, or rounded
   - Replacement bezel doors for Encore® dispensers including custom colors to meet branding specifications

As you upgrade for EMV, it’s a great time to get a branding facelift with Gilbarco Reimage Kits for Encore® and The Advantage® dispensers.
High-Speed Site Connectivity

As new technologies come to the forecourt, the communications requirements are shifting from low-speed (e.g. dial-up) to high-speed (e.g. cable internet). Most retail fueling sites contain either twisted pair wiring or current loop (two-wire) running to the forecourt, which today only supports narrowband communications. As a result, retailers will need to upgrade their sites to support high-speed IP-based communications to the dispenser.

Enhanced Site Connectivity

1. EMV Processing Speeds — In order to maintain current transaction speeds with EMV, high-speed connectivity and an IP-based protocol will be required.
2. Forecourt Media Applications — High-speed broadband connection is required to stream video and audio media content to the forecourt for Applause.
3. Remote Management Applications — Cloud-based applications currently in development include Remote Management of forecourt equipment and Asset Management tools that assist retailers complying with PCI DSS requirements.

Options for Upgrading Site Connectivity

1. Install Ethernet CAT5e/CAT6 cabling — A reliable solution for increasing bandwidth and achieving the data rates needed for EMV and other forecourt applications. CAT5e/CAT6 has a length limitation for larger sites in that it cannot exceed 280 ft. from the backroom to the farthest dispenser. For existing sites, pulling new cabling can often involve digging concrete, which can lead to significant costs in downtime, construction, and revenue loss.
2. Deploy FlexPay™ Connect over existing site wiring — Provides the ability to implement high-speed communications over existing twisted pair or two-wire forecourt infrastructure. Twisted pair wiring is recommended to ensure communications integrity. Eliminates the expense of breaking ground to pull new wire to the forecourt and can be used for distances up to 3000 ft. If this connection fails or is degraded, new twisted pair wiring is required to be installed.

FlexPay™ Connectv2 is Comprised of the Following Components:

1. Backroom Communications Module (BRCM2) —
   Long-range Ethernet switch converts the Ethernet signal into twisted pair. (1 BRCM2 supports up to 8 dispensers)
2. Dispenser Communications Module (DCM2) —
   Converts the twisted pair signal back into Ethernet in the dispenser. (1 DCM2 is required in each dispenser)
High-Speed Site Connectivity

Site Wiring Configurations (EMV and Applause™ TV)

To support EMV at the forecourt (with or without Applause™ TV):

<table>
<thead>
<tr>
<th>Current: Twisted Pair</th>
<th>Needed: BRCM2 and DCM2</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Current: CAT5e/CAT6</th>
<th>Needed: No additional equipment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Note: Length limitation of 280 ft from backroom to farthest dispenser.</td>
<td></td>
</tr>
</tbody>
</table>

*in low voltage conduit

To support Applause™ TV at the forecourt in advance of EMV migrations (non-EMV):

<table>
<thead>
<tr>
<th>Current: Twisted Pair without spare set available</th>
<th>Needed: BRCM2, DCM2</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Current: CAT5e/CAT6</th>
<th>Needed: No additional equipment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Note: Length limitation of 280 ft. from backroom to farthest dispenser.</td>
<td></td>
</tr>
</tbody>
</table>

*in low voltage conduit
Marketing Applications

While EMV could be a costly upgrade, Gilbarco’s innovative approach to payment compliance provides not only a path to support EMV, but also an exciting business opportunity. Gilbarco has a suite of technology solutions that can help retailers generate a return on investment, improve their site profile, engage consumers at the pump, and upsell consumers inside the store.

**Applause™ TV with VNET®**

Grow In-Store Sales:
Applause™ TV brings multiple tools to drive consumers inside the store.
- On-demand couponing — proven to show a 5% print rate
- Retailer-specific, customizable advertising by day part and location
- National advertising promotions
- Case studies have shown over 20% sales lift on promoted items

Differentiate a Site:
Applause™ TV differentiates a site from other sites by improving the site profile and providing an engaging fueling experience.
- Localized weather forecasts, news and sports updates
- 10.4” color screen with full-motion video and rich audio
- Connect with the community with amber alerts

Subsidize the EMV Investment:
When upgrading a site to become EMV ready, Applause™ TV can subsidize the cost of the communications equipment needed for EMV transactions. When ordering Applause™ TV on new dispensers or retrofit kits, retailers may get subsidies on the following equipment:
- FlexPay™ Connect (BRCM and DCM)
- TBM2 (when required)
- UPS (Uninterruptible Power Supply)
- 8 Port-Router
- Applause™ Server
- 10.4” Color Screen
Marketing Applications

Impulse

Upsell and Merchandise
Impulse is Gilbarco’s upselling platform that integrates with the Passport point-of-sale system to deliver targeted recommendations via an additional touch screen at the point of sale.

- 10" touch screen shows targeted promotions, surveys, basic loyalty, digital punch cards and interactive games at the register.
- The cashier screen shows a prompt to the cashier, and the consumer sees a corresponding promotion.
- Increases sales 3-5% on targeted categories.

Play At The Pump

Let Your Customers Buy Lottery Tickets at the Pump
Play At The Pump is a software upgrade to Gilbarco’s Passport point of sale and offers retailers a new way to increase lottery sales and engage consumers by offering the capability to sell lottery tickets at the dispenser.

- Allows consumers to play Mega Millions, Powerball, and a state jackpot game via the dispenser with a payment card.
- Winnings of up to $599 deposited directly back onto the card. Lottery players can have their numbers texted directly to their mobile phone.
- No payment card fees on the lottery portion for retailers.
- Increases indoor lottery sales by 4-5% due to advertising the jackpot levels at the pump.
- Available in certain states.