



The Dresser Wayne Ovation Fuel Dispenser is designed for an exceptional customer experience





Ovation Fuel Dispensers. Focused on the Consumer.

Today's consumers are more mobile — and more demanding than ever

They want more choices, more speed and more convenience. They're less forgiving of slow pumps and outdated displays.

To thrive in this marketplace you need a fuel dispenser that is reliable, user-friendly and helps increase profitability. You need Dresser Wayne's Ovation fuel dispensers. Designed from the ground-up for demanding retail environments, these flexible, dependable and scalable fuel dispensers will meet your needs, today and tomorrow.

Ovation fuel dispensers come in a range of fuel options and feature combinations — and provide a premium image for your forecourt.

Designed for an exceptional customer experience

The Ovation dispenser's sleek and stylish look was developed in partnership with IDEO, one of the world's most renowned design firms. Exhaustive market research was used to create the Ovation dispenser — a fuel pump focused on the consumer. From its modern look and intuitive ATM-style soft-key interface to its clutter-free, side-drape hoses and fast fueling rates, the Ovation dispenser is designed to deliver an exceptional customer experience that increases customer loyalty and your site throughput. The Ovation fuel dispenser is in a class by itself.



The Ovation fuel dispenser
The original revolutionary design
featuring a sleek and stylish look



The Ovation LX fuel dispenser
The optimal customer experience featuring
the award-winning iX Technology platform

Ovation LX – The optimal customer experience

The Ovation LX is the premium Ovation dispenser that combines the features of the original award-winning Ovation with an enhanced appearance package and enhanced user interface.

- Enhanced appearance, including a curved hydraulic door and bezel dome to draw consumers to your forecourt
- Lighted transaction indicators to help guide the motoring public through the complete transaction, indicating when to swipe cards and pick up receipts
- Premium grade select buttons with increased lighting, configurable to flash at an independent rate for each grade and enables the promotion of premium grade fuel

Ovation Eco Fuel Dispenser – The Ultimate in Fuel Flexibility

Fuel retailers who choose to respond to the growing interest in green practices by offering alternative fuels stand to gain an advantage in the market. The demand for eco-friendly fuels is increasing in response to rising fuel prices and environmental concerns about non-renewable energy sources. Consequently, the number of flex fuel vehicles on the road is rising. Plus, some governments are offering retailers incentives for providing eco fuels. Retailers with the flexibility to supply alternative fuel can benefit from increased traffic and customer loyalty.

The Ovation dispenser is available in an Eco Fuel configuration for compatibility with alternative fuels. It is constructed with special, high performance elastomers, nickel-plated castings and stainless steel piping to meet the unique requirements of more aggressive fuels such as E85 and biodiesel. Further, the industry-leading Xflo Meter comes standard with the Eco Fuel series with its exceptional accuracy and flow rate performance. The Ovation Eco Fuel dispenser can also be configured as a dual hose blender providing the ability to offer low and high ethanol blends from separate hoses. And the Ovation Eco Fuel dispenser provides retailers assurance that their investment will be safe with any future fuel formulations while providing flexibility to change configurations as market conditions warrant.

Built to weather the harshest environments

Dresser Wayne Ovation fuel dispensers are an investment you can count on for the long haul. They feature a durable exterior that has been built to last in the harshest of forecourt environments. Easy-access hinged doors and standardized components make service easy, and the entire dispenser is backed by Dresser Wayne's standard two-year warranty. Unlike other dispensers, Ovation dispensers can easily be customized and upgraded to meet your evolving business needs. The Ovation fuel dispenser delivers a lifetime of value.



The Ovation Eco Fuel dispenser
Add alternative fuels to your product offering



The Ovation dual hose blender dispenser
A wide range of ethanol and alternative fuel grade options



iX Technology Platform – The foundation for future growth

Dresser Wayne's iX Technology Platform is available on all Ovation Series dispensers. Built on the Microsoft® Windows® CE operating system, this revolutionary platform offers field-proven stability, scalability and adaptability across a wide range of applications.

With the flexible iX Technology Platform, you can add applications to fit your changing needs well into the future.

The iX Technology Platform brought Dresser Wayne the Microsoft Embedded Partner of the Year Award. The iX Technology Platform currently features a number of exclusive modules designed to help boost your revenue and enhance your customers' experience.

Reduce fuel loss with the Xflo Meter

You can potentially save thousands of gallons of lost fuel by installing the Xflo Meter as an option to your Ovation dispenser. The Xflo Meter's unique design virtually eliminates meter drift that affects traditional positive displacement meters. It also happens to have exceptionally low restrictions which translates to unparalleled flow rate performance. This lab-tested meter helps your business by:

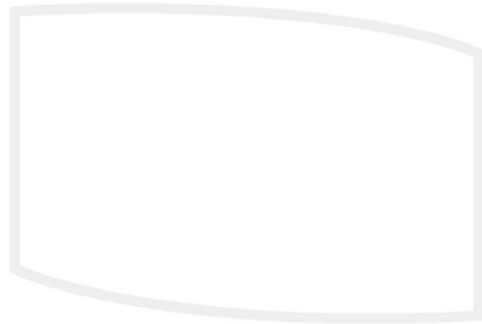
- Saving up to 4,000 gallons of lost fuel per year¹
- Reducing meter drift and recalibration costs
- Maximizing flow rates to improve customer throughput



Ovation fuel dispensers feature exclusive iX Technology Platform and metering product options:

- Xflo™ Meter with proven precision can save you thousands of gallons of lost fuel annually
- iSense™ self-diagnostics software can automatically troubleshoot site problems before they strike
- iX Media can boost product sales through customized rich-media promotions
- iX Pay™ Secure Payment offers compliance with today's regulations and upgradeability to meet future standards
- iDPOS™ in-dispenser POS system can help ensure uninterrupted fuel sales 24/7

¹ Assumes five dispensers per site, minimum 300,000 gallons per month and a 0.1% accuracy improvement



iX Media digital merchandising — driving traffic from the forecourt to the cash register

Keep your customers coming back for more with Dresser Wayne's iX Media digital merchandising solution. This groundbreaking system improves brand loyalty and encourages customer purchases with targeted coupons, full-motion videos, customized promotions and more. Web-based and easily managed from any computer, the iX Media system allows you to increase sales and revenue by:

- Printing customized coupons right at the dispenser for car washes, drinks, snacks and more
- Showing full-motion color video promotions customized for specific times, days, products and events
- Encouraging branded-card use and higher-margin premium fuel sales
- Delivering a source of alternative advertising revenue
- Offering a mechanism to educate consumers on pump operation, alternative fuels and more

iX Media digital merchandising delivers a rich multi-media customer experience for revenue-generating promotions

iSense self-diagnostic software — forward-thinking solutions

Dresser Wayne's iSense remote diagnostics software acts as a virtual on-site mechanic, monitoring potential equipment problems and, in some cases, fixing dispenser failures without the need of a costly technician visit.

iSense self diagnostics software can protect your investment by:

- Remotely downloading software updates
- Reducing downtime by troubleshooting problems before they occur
- Ensuring fewer and more efficient maintenance visits
- Providing real-time reports on flow rates



iX Pay Secure Payment — Protect your customers and yourself

Dresser Wayne's iX Pay Secure Payment solution offers advanced security features for high levels of protection from payment data theft and compliance with the latest industry regulations. Plus, it is built on the iX Technology Platform so it can be upgraded to cost-effectively meet future security standards without replacing the entire payment terminal.

- Certified to Payment Card Industry (PCI) Encrypted PIN Pad (EPP) Version 2.0, global EMV, Canadian Interac and Pan-Nordic Card Association (PNC) requirements
- Supports multiple industry-mandated encryption algorithms to protect data from the moment a card is swiped or information is entered into the terminal
- Automatically detects and responds to tampering and defends against the insertion of PIN disclosing bugs and data skimming devices
- Secure keypad with privacy shield deters PIN entry observation
- Limited Functionality Mode (LFM) enables select payment and fueling transactions to continue in the event of a security breach by disabling only the affected functionality.

iDPOS in-dispenser POS system — sales-focused design

Keep sales coming in around the clock. Dresser Wayne's iDPOS is an independent POS system in the dispenser that can keep your fuel dispenser always selling — even when your in-store POS system is offline.

iDPOS, a unique Ethernet-only payment and dispenser control system, can allow you to say goodbye to complex legacy communication protocols. The iDPOS system maximizes your uptime by:

- Ensuring uninterrupted fuel and merchandise sales
- Improving customer throughput and satisfaction with lightning-fast transactions
- Reducing costly interface boxes and points of failure
- Independently storing transactions for up to 14 days when the connection to the payment host is broken

Available in a variety of configurations, as a factory-installed option or an upgrade kit, iX Pay Secure Payment leverages the power and scalability of the iX Technology Platform.

■ EPP Series

Compliance with PCI Encrypted PIN Pad payment security standards

■ UPT Series

Meets PCI Unattended Payment Terminal (UPT) standards

■ EMV Series

Complies with global EMV and Canadian Interac regulations

Benefit	Feature	Ovation	Ovation LX
Investment-protecting, revenue-enhancing upgradeability	iX Technology Platform for expanded merchandising, maintenance and security	Optional	Standard
Customer satisfaction for higher revenue	LX Enhanced Appearance Package (curved door and bezel dome)	—	Standard
	Easy-to-read 5.7" QVGA monochrome display	Standard	Standard
	10.4" VGA color display	Optional	Optional
	Lighted Grade Select buttons	Standard	—
	Premium Grade Select buttons with grade differentiation	—	Standard
	Lighted Transaction Indicators	—	Standard
Advanced security for payment data protection	Card reader and keypad	Standard	Standard
	iX Pay Secure Payment solution EPP Series for compliance with PCI Encrypted PIN Pad payment security standards	Optional	Optional
	iX Pay Secure Payment solution UPT Series meets PCI Unattended Payment Terminal (UPT) standards	Optional	Optional
	iX Pay Secure Payment Solution EMV Series for PCI EPP and EMV/UPT compliance with global EMV and Canadian Interac standards	Optional	Optional
	Dispenser Secure Access	Optional	Optional
	High Security Locks	Optional	Optional
	Alternative fuel compatibility	Eco fuel compatible materials (UL Listed)	Optional
Dual hose ethanol blender (UL Listed)		Optional	Optional
Multiple eco-friendly vapor recovery options for emissions regulation compliance	Vapor recovery balance system offers lowest cost to ORVR compliance	Optional	Optional
	Wayne VAC factory installed and retrofit kit	Optional	Optional
	HealyVAC OEM application	Optional	Optional
Fuel meter accuracy	iMeter with integrated tamper-resistance features	Standard	Standard
	Xflo Fuel Meter with integrated tamper-resistance features and reduced meter drift for improved flow rates	Optional	Optional
Flexible pay-at-the-pump options	Wayne SCAN barcode scanner	Optional	Optional
	Bill acceptor	Optional	Optional
	WayneTRAC RFID reader	Optional	Optional
	Dual-price posting	Optional	Optional
Investment protection and easy maintenance for lower cost of ownership	Two-year bumper-to-bumper warranty	Standard	Standard
	Balance-ready piping	Standard	Standard
	Intuitive neatly-grouped wiring	Standard	Standard
	Easy-access hinged door	Standard	Standard
	Junction box	Standard	Standard
Durability in harsh climates	Display and card reader heater (with payment)	Standard	Standard

About Dresser Wayne

Dresser Wayne is one of the largest business units of Dresser, Inc., and a global leader in the design, manufacture, and servicing of fueling forecourt solutions where reliability and uptime are critical. Dispensers, payment platforms, control systems, and technology from Dresser Wayne play an essential role in traditional and alternative fueling sites around the world. Dresser Wayne is ISO14001 certified. www.DresserWayne.com

About Dresser, Inc.

Dresser, Inc. is a leader in providing highly engineered infrastructure products for the global energy industry. The company has leading positions in a broad portfolio of products including valves, actuators, meters, switches, regulators, piping products, natural gas-fueled engines, retail fuel dispensers and associated point of sale systems and air and gas handling equipment. Leading brand names within the Dresser portfolio include Dresser Wayne®, retail fueling systems, Waukesha® natural gas-fired engines, Masoneilan® control valves, Mooney® regulators, Consolidated® pressure relief valves, and Roots® blowers and rotary gas meters. It has manufacturing and customer service facilities located strategically worldwide and a sales presence in more than 100 countries. www.Dresser.com

Genuine Parts

Protect your warranty, security, and regulatory certifications. Insist on Dresser Wayne Genuine Parts for all equipment repairs and upgrades

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