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**DOVER**  
FUELING SOLUTIONS

**Wayne**  
FUELING SYSTEMS

WAYNE OVATION™ FUEL DISPENSER

State of the art





# It starts here

## First impressions matter.

Whether in a busy metropolitan area or a quiet rural neighborhood, store owners are competing with each other for their share of the billions of gallons of gasoline used in North America each year.\* Ensuring you get your share of that traffic requires having loyal customers that return week after week.

## Loyalty starts at the pump.

When a customer has a great fueling experience — one that is clean, fast, secure, and friendly — not only is that customer more likely to return, but they are also more likely step inside for a soda, magazine, lottery ticket, or candy bar. The Ovation fuel dispenser is easy to use and just as easy to own ... it's durable and easy to maintain, while integrating flawlessly into your IT and payment systems.

\* Energy Information Association



# Easy as

## ① Ready to withstand anything the world throws at it.

Your fuel dispensers have to stand out in the elements day after day, for years at a time — the Ovation fuel dispenser is up to the challenge. The Ovation dispenser features a more streamlined bezel design, introducing tempered glass and metal on high-touch areas. Additionally, all-metal columns protect the dispenser against careless customers, swinging car doors, or whatever else the world may throw at it.

## ② Accessible, updatable, and easy to own.

As payment and media technology evolve, your Ovation fuel dispenser is engineered to evolve right along with them. Updating your dispenser is simple with easily configurable and interchangeable parts. Calibration is a one-step process that can be done quickly, and changing the paper is easy for any attendant to do — the Ovation fuel dispenser features the most accessible printer roll on the market. And of course, each unit is compliant with the latest payment technology standards.

## ③ High brandability, high styling, high engagement.

The Ovation fuel dispenser is, in a word, stunning. Each unit features 25% more brandable space than previous Wayne dispensers — including a two-tone bezel and side-column branding options — helping to engage your customers right from the road. And the sleeker, slimmer styling helps to show your customers that your store is clean, modern, and friendly.

# Advanced technology that drives profit.

## Media Platform

The inOvationTV™ media platform is a free\*, all-inclusive, cloud-based media solution that has enabled thousands of retailers to enhance their brand recognition and loyalty, while increasing in-store product sales and improving overall customer experience through media-at-the-pump.

The Wayne iX Media™ platform enables retailers to conveniently reach consumers at the fueling point through video and promotional content. With the iX Media platform, the media content is controlled by the retailers and deployed via Wayne's helpdesk support center through the cloud to the forecourt.

## Wayne iX Pay™ Secure Payment Platform

The Wayne iX Pay secure payment platform incorporates the latest security standards to protect sensitive card holder data, and its modular design provides flexibility, allowing retailers to add new payment features as their needs change.

## Wayne SCAN™ 2D Barcode Reader

The Wayne SCAN 2D barcode reader is capable of reading barcodes shown on mobile devices, which enables retailers to use mobile apps to improve the consumer experience with loyalty programs at the dispenser.

## Wayne TAP™ Contactless/NFC Reader

The Wayne TAP near-field communication (NFC) reader enables mobile payment, such as Apple Pay and Android Pay, at the dispenser. The Wayne TAP reader hardware supports both magstripe and EMV® contactless protocols.

## LX Package

The Ovation LX dispenser package enhances the user experience through customizable LED lights on the push-to-start panel, above the card reader, and above the printer, to guide the user through the fuel sale process. The Ovation LX package also includes a curved door to emphasize and differentiate your image.

## E25 / B20 Standard

The Wayne Ovation fuel dispenser now comes with UL E25 Listing as standard. This reflects Wayne's ongoing intent of supplying retailers with the most flexible, reliable and future-proof equipment options. Regardless of what direction government regulations or next-generation vehicle technologies take, your investment will remain viable for years to come.

## Wayne Smart Secure Access™

Wayne Smart Secure Access secures your forecourt 24/7/365. It keeps your customers' financial data safe by offering electronic protection against unauthorized access to the dispenser's internal components, and comes with battery backup as standard, which means it keeps protecting your business and your customers even when the power is out.

## Wayne Xflo™ Fuel Meter

While traditional piston meters are prone to drift over time, the Wayne Xflo meter maintains its calibration, saving money by helping to prevent fuel loss. The Xflo meter also offers the industry's only four-year re-calibration warranty, and can achieve better flow rates than piston meters.

## E85 Compatibility

Wayne offers UL E85 Listing as an option on all Ovation dispenser models, which is compatible with the most aggressive fuels. Wayne's most popular Dual Blending and Double Dual Blending dispenser variations offer advanced blending options. All E85 dispensers come with the Xflo meter as standard.

\*The inOvationTV media package is free with a 6-year media commitment. This program also comes with a 6-year warranty on the media-related hardware.



[wayne.com](http://wayne.com)

# Freedom to choose.

Whatever the forecourt need - the Ovation fuel dispenser will fit.

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It's important that any piece of technology you bring into your operation is compatible with your surrounding infrastructure and the way you want to do business. That's especially important with new fuel dispensers because they need to integrate directly with your operation.

The Ovation fuel dispenser offers industry-leading "under-the-hood" technologies, including a choice of meters to best match your fuel demands, flexible alternative fuel solutions, and a range of payment solutions to meet your current and future needs. You also have the choice of a variety of high-end media capabilities and other customer-interactive features — all designed to help drive customers from the pump into your store. So regardless of the specific needs of your operation, the Ovation fuel dispenser can be tailored to fit the exact standards of your forecourt.

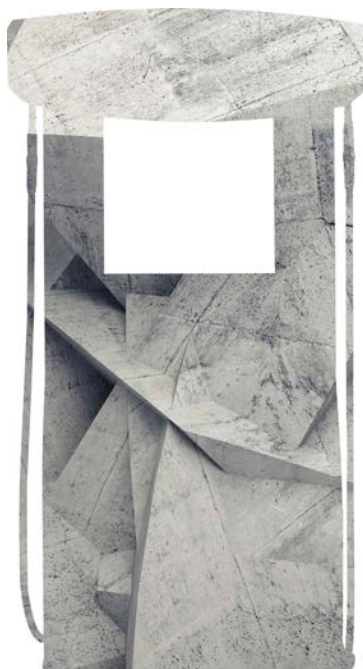
## Friendly, secure and easy to use.

Like an ATM or other self-serve technology, a fuel dispenser must be intuitive. The design should enable and streamline the transaction while employing privacy and security features that help your customers feel comfortable. Those customer-focused characteristics are at the core of the Ovation fuel dispenser design.

The Ovation fuel dispenser can guide motorists through their fuel stop from start to finish. Each unit is designed to make a clean, friendly first impression. The Ovation fuel dispenser leads your customer through each step in the process - from swipe, to selection, to, "See you again soon." All in the only fully ADA-compliant dispenser on the market.

And because privacy is at the forefront of everyone's mind, we've engineered the Ovation dispenser to help guard your customers against the ever-present threat of fraud. Recessed soft-key panels and other physical design characteristics, combined with state-of-the-art security technologies, provide unmatched peace of mind and protection.





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