



Wayne



iX MEDIA
Driving Profits

iX MEDIA

The Next Big Thing Driving Profits



- **53% of fuel customers**
never leave the forecourt

***iX MEDIA** Fuel For Sales*

The best opportunities are driving away!



iX MEDIA:

- Drive incremental sales
- Increase average ticket size
- Increase sales of specific products
- Reinforce your brand at the pump

iX MEDIA

Digital Merchandising At The Pump



Combine the power of video with instant distribution to influence purchase decisions at the point of sale.

About *iX* MEDIA



- ***iX* MEDIA**
 - The engine that displays content at the dispenser



- **The *iX* MEDIA STORE**
 - A system to easily create & distribute promotional content



- ***iX* MEDIA ENTERPRISE**
 - A fully integrated content management system (CMS)

About The *iX* MEDIA STORE

Web-based system

Access from anywhere

Customizable promotions library

The most recognized brands

Option to upload

Develop unique screens & video

Distribute content

Make each location distinct

Flexible Solution

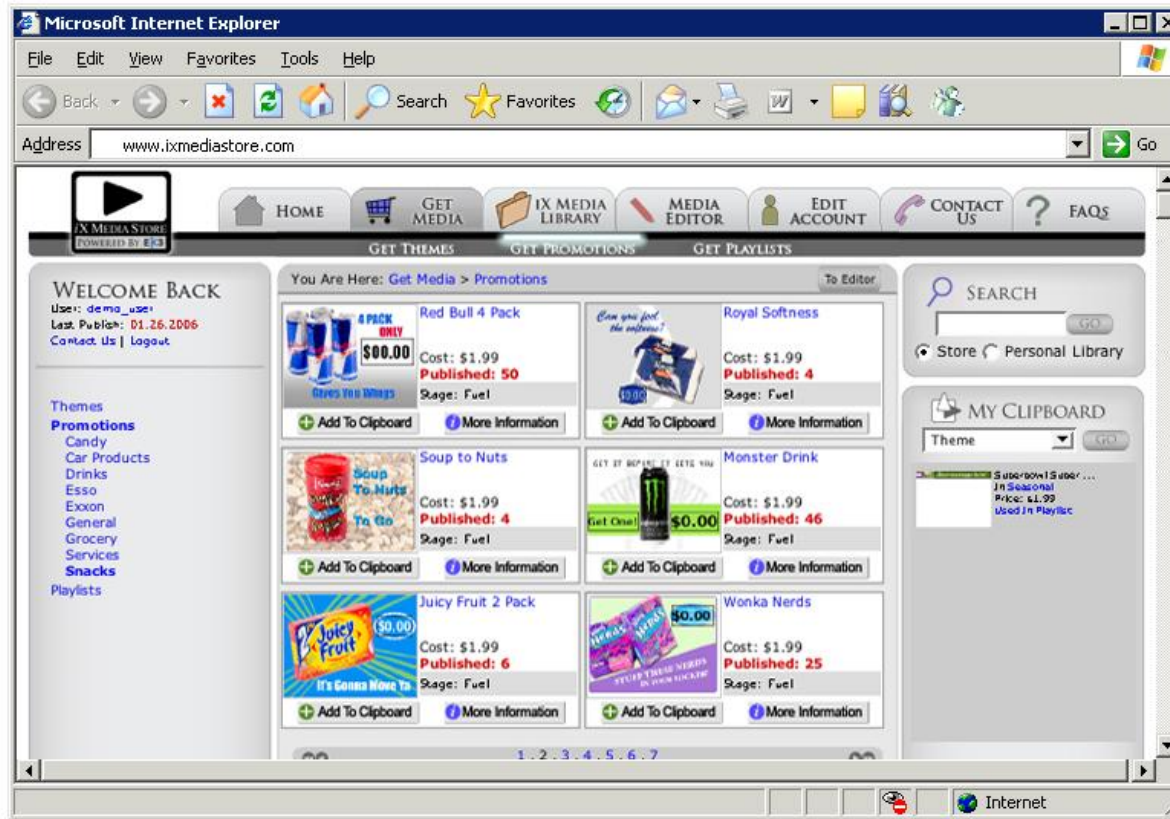
Day Parts; Timing; Market Focus





The *iX* MEDIA STORE

Easy as 1-2-3

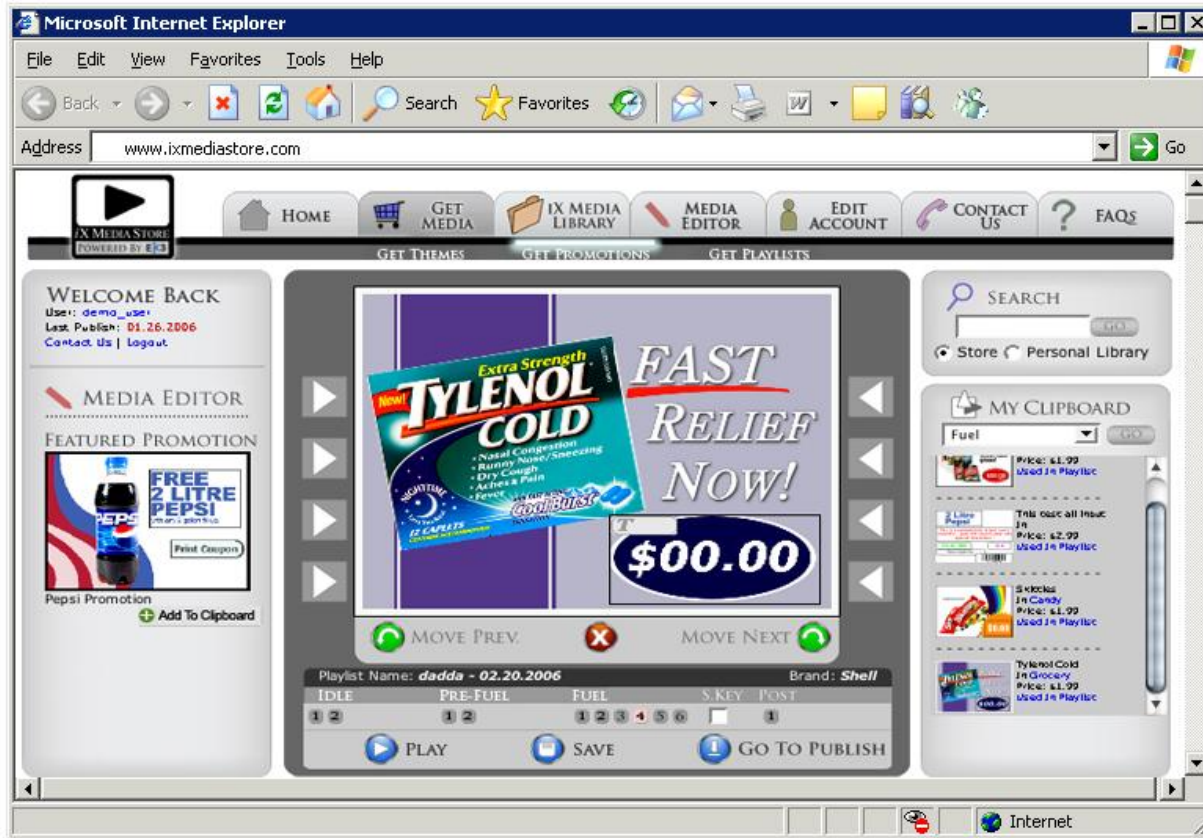


1. Pick compelling promotions from today's top brands



The *iX* MEDIA STORE

Easy as 1-2-3

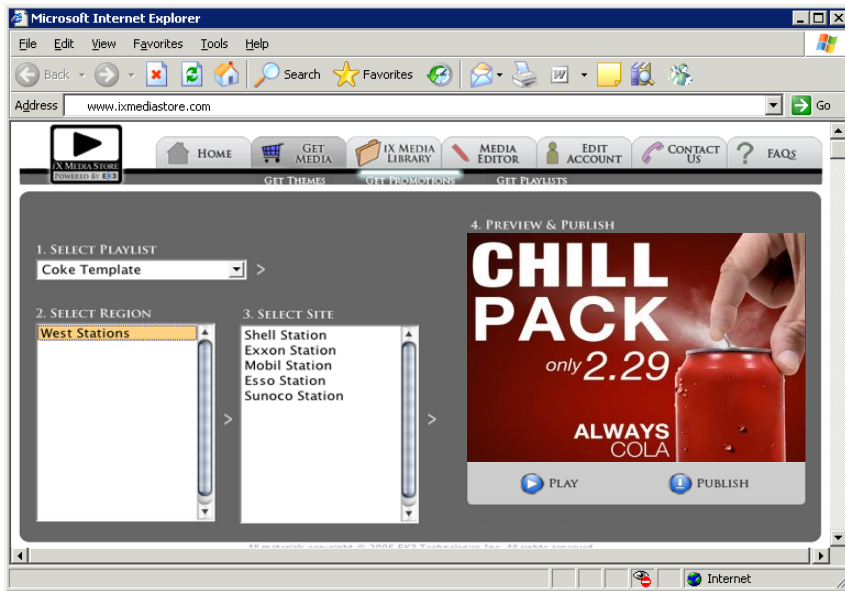


2. Customize with offers and pricing



The *iX* MEDIA STORE

Easy as 1-2-3



3. Distribute through the EK3 Network

iX MEDIA ENTERPRISE



- **Total control**
- **Ready for full integration with POS & loyalty systems**
- **Unlimited content uploads**
- **Create and edit custom coupons**
- **Enable soft-key activities**
- **Schedule content based on location & daypart**

The Dresser Wayne & EK3 Technologies Partnership

- Increase checkout size and value
- Focus sales around higher-margin products
- Protect margins on end-of-life products
- Drive incremental sales.

EK3®

DRESSER

Wayne

