

# Boost Sales and Profit Margins with Digital Media



T-Media™ by  
Dover Fueling Solutions® (DFS)



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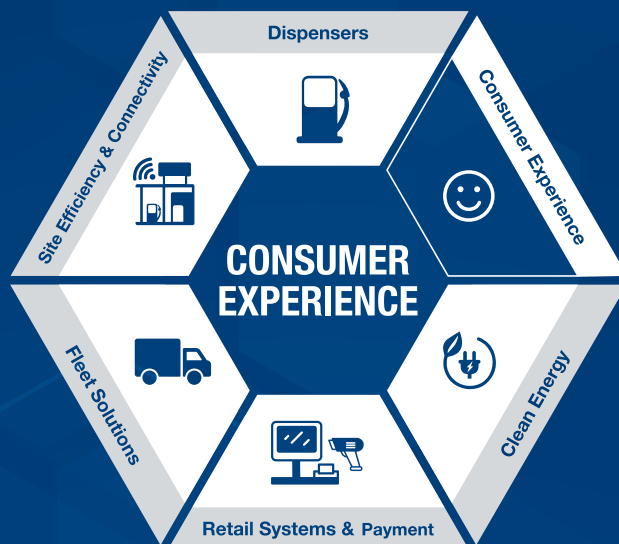
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# Engage the Consumer

Consumers spend on average 3 to 4 minutes at the dispenser when refuelling their car, mostly focusing on volume and total price of the transaction as the meter counts the litres. Those 3 to 4 minutes are a perfect opportunity to engage with your consumer. Most fuel dispensers on the market today have no ability to display any kind of digital media, meaning fuel retailers are limited to static signage and messaging that is difficult and time consuming to update.

Meet T-Media™ by Dover Fueling Solutions® (DFS) – a complete solution for integrated digital media that turns each of your fuel dispensers into a promotional powerhouse. T-Media is a powerful content management solution that gives you the ability to drive targeted promotional strategies and enhance the customer experience, right where you need it most – at the fuel dispenser.

T-Media makes it simple to upload and change the media content and promotions that the motorist sees at every stage of the fueling process. Advertisements and messages are easily deployed across your site or network, thanks to the cloud-based functionality of T-Media. Whether you want to boost shop purchases, upsell premium fuel grades or sell car washes, T-Media can enhance customer engagement and loyalty to your site while boosting per-visit sales and profit.

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# Unlock the Power of Event-Driven Advertising

Unlock the power of event-driven advertising with tailored messages that engage the motorist much more successfully than traditional loop media. T-Media is not only physically integrated into the fuel dispenser, but is also linked to the fuelling process itself, meaning that your media content is always in sync with the motorist's actions.

## Engage the Motorist With Tailored Messages

- Target consumers more effectively with different messaging for each nozzle on the forecourt to unlock powerful crosspromotional strategies
- Tailor your message to the time of day with easy scheduling of content that maximises relevance and drives footfall and sales
- Take advantage of the consumer's undevoted focus whilst refuelling with powerful promotional content to drive incremental sales and profit

## Drive Targeted Promotional Strategies

Does what static signage or traditional loop media cannot do – delivers targeted messages to support your promotional strategies.

- Why not target your premium diesel to a diesel motorist, promote shop offers or your car wash? Simply upload content, then drag and drop onto a playlist
- Schedule the time you want your playlist to run for maximum relevance; for example, run coffee advertising in the morning, sandwiches around lunchtime and lottery tickets in the evening
- Deploy your playlist easily using our intuitive web user interface to one or multiple sites, and update your playlist and schedule whenever you want





## Enhance Customer Experience and Loyalty

Create a modern digital experience at your site with media content that creates a sense of theatre and makes an otherwise dull fuelling process more active and engaging.

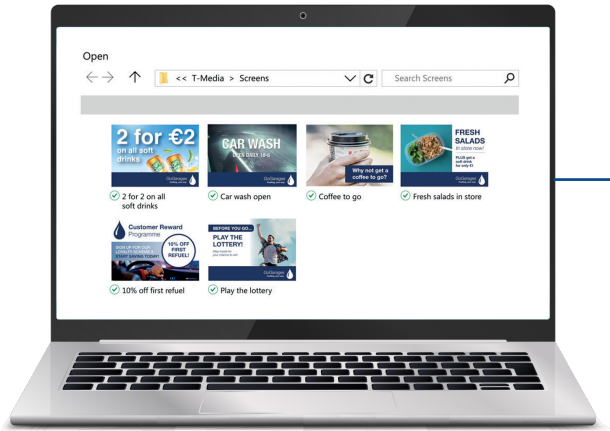
- Draw in your customers with relevant targeted messages that resonate and drive return visits
- Differentiate your site by promoting your products and services, as well as support the local community with public service announcements

## A Complete Solution for Integrated Digital Media

T-Media makes it simple to upload media and promotional content. Furthermore, this content can be programmed to change during each stage of the fuelling process. It really is a complete solution for site owners looking to take their forecourt to the next level, in terms of customer experience.

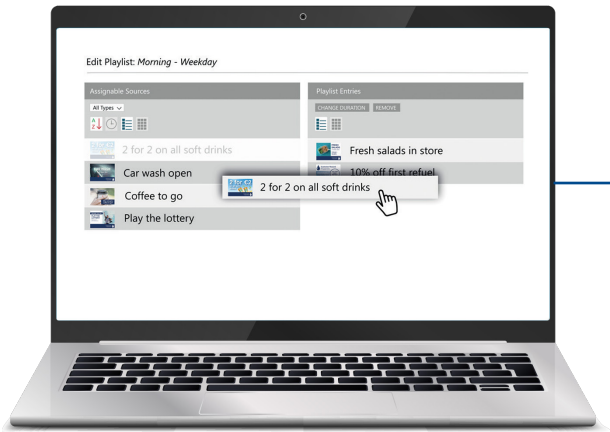
- Boost shop purchases, upsell premium fuel grades or promote car washes
- Enhance customer engagement and loyalty on your site, while increasing per-visit sales and profit





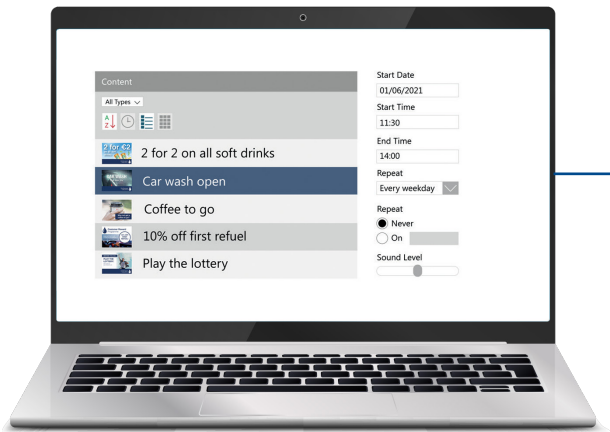
## Upload Content

Add new content easily thanks to automatic conversion of uploaded files, to ensure media play without the need for time consuming file formatting.



## Create Playlists

Use your content to create powerful playlists easily, using T-Media's simple "drag and drop" functionality.



## Schedule Playlists

Schedule which playlist to play where and when to target your messages for maximum relevance and effect, for example at different times of the day or different points during the fueling process.



## Deploy Playlists

Push the media to your fuel dispensers with simple 'drag & drop' functionality and watch your forecourt come to live.

# Features and Benefits

## Digital media screen

### Full colour 17" HD display

to deliver messages that are hard to miss

### Advanced speaker technology

for wide dynamic range, optimal balance and a crisp, expressive sound quality

### Integrated look for same focal point as fueling information,

ensuring that your media content is delivered effectively to a captive audience

## Technical Specifications

Display size: VGA 17" industrial quality

Resolution: 1280 x 1024

Standards: IP54 rated & ATEX certified





