

APPLAUSE EUROPE

AN INTEGRATED MULTIMEDIA DISPLAY TO ENHANCE THE FORECOURT

INTEGRATED SCREEN

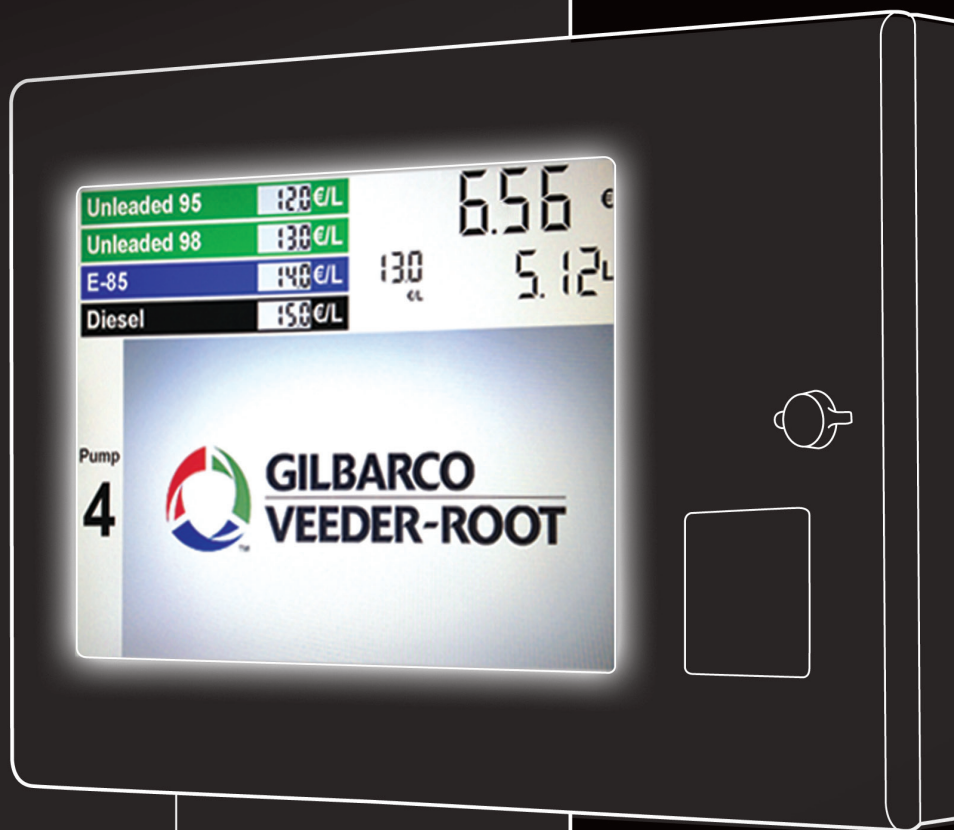
Combine transaction and media content into a single screen for an enhanced end-user experience.

INCREASE YOUR REVENUE

Promote high margin products at the pump or sell advertising space to third parties.

ENHANCE YOUR PROFILE

Distinguish your offering by using rich content to communicate with an engaged audience.



Why Applause Europe?

Increase your profitability by displaying promotional information on a fully integrated multimedia dispenser screen. Applause Europe is easily updateable, letting you display full motion video and audio alongside fuel sales information.

Enhance user experience and boost sales by tailoring at the pump marketing to your business needs. Factory fit and retrofit options for SK700-II and Horizon allows your business to reach end-users while they are engaged at the dispenser for a complete display solution.

Complete Display Solution

- > Integrated media screen with pump transaction display and rich content
- > Simultaneous transaction, media and audio content
- > Engaging full motion video on Windows platform
- > Three content triggers: idle, fuelling and end of fuelling
- > Easily update and customise content via USB or remotely through network connection (LAN)
- > Improve branding and customer guidance with individual grade colours, fonts and displays



Compatibility

- > Available factory fitted to Gilbarco Veeder-Root Multi-Product Dispensers
- > Retrofit kit available for SK700-II and Horizon dispensers
- > All SK700-II and Horizon dispensers are Applause Europe ready
- > Works independently of a POS environment



Technical Specifications & Standard Features

Video dimension & format	XVGA 15" industrial quality Glare resistant screen Maximum screen resolution: 1024x768 Video reproduction area: 928x522 Format: 16:9
Video file support	MPEG AVI MP4 FLV WMV MOV
Image file support	BMP GIF JPEG