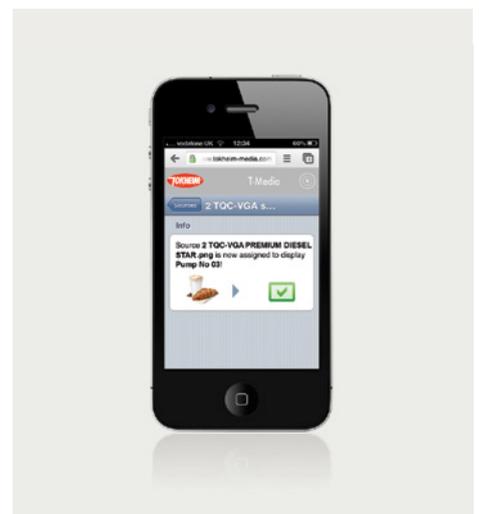
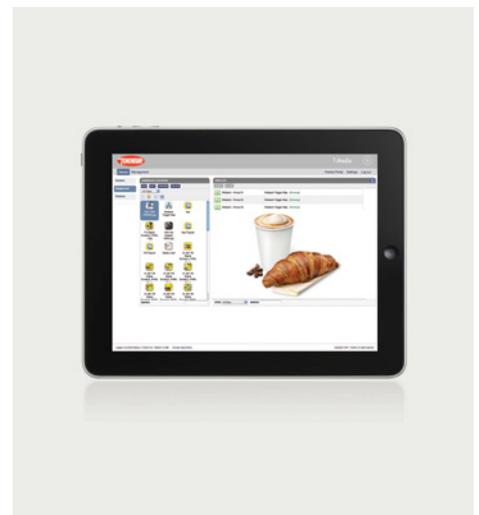
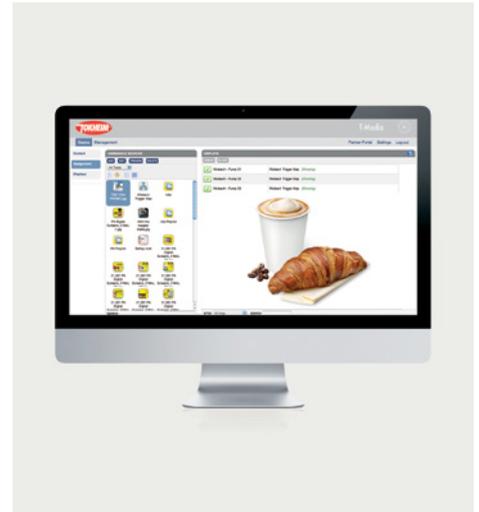


# T-Media

## Service Station Media



## High impact forecourt media that's easy to manage

Petrol stations are a hub of activity. Why not provide customers with information and entertainment? Our 17-inch media screen, the TQC-VGA, brings promotions, information and advertisements to life. We don't just give you a screen – we provide you with a complete and secure off-the-shelf customisable media package, T-Media, which provides you with the opportunity to quickly secure a return on your investment.

“What sets T-Media apart is the ‘event-driven’ advertising – you can run targeted media at different stages of the customer refuelling process.”

### TQC-VGA at a glance



#### **17-inch media screen**

The industry's largest full colour, high-resolution screen to deliver messages that are hard to miss.

#### **Different customers, different advertisements**

Promote products based on a variety of events such as transaction state, fuel type, loyalty cards, time of the day, temporary promotions and much more.

#### **Display and calculator all-in-one**

One focal point for media and fuel/price information helps deliver content more effectively to a more receptive and captive audience.

#### **Advanced speaker technology**

You can choose to deliver your media with or without sound. Benefit from a wide dynamic range, optimal balance and a crisp, expressive quality.

## Boost revenue the smarter way



Customer case studies have identified that T-Media has helped boost profits from in store promotions by 40%. With our T-Media Indoor Players you can even further enhance your in store sales, while using the same T-Media User Interface.

## Increase car wash and forecourt sales



Media displays at the dispenser allow you to promote your high-margin car wash services, as well as relaying information about other products on the forecourt.

1

Add content by uploading images, movies, PowerPoint presentations or web addresses to your T-Media account. Why not target your premium diesel to a diesel motorist, run in-store shop promotions, or promote your new food deli?

You simply drag and drop the content to a playlist.



2

Choose times and dates: With an easy-to-use schedule plan, choose which presentations you'd like to run and when. For example, run coffee ads in the morning, sandwiches at lunch and lottery tickets in the evening. You could even schedule car wash ads for the weekend.



3

Drag and drop the playlist content onto the fuel dispenser icon. You can manage which displays show what media across your complete network. This media is then brought to life through high-quality sound and a stunning 17-inch display.



## T-Media Benefits

### Increase shop revenue

Displays stimulate customers to increase average spend on impulse purchases as well as additional services such as car wash. T-Media offers one system to manage both your outdoor and your indoor screens.

### Increase fuel sales

Customer case studies show that by educating your customers on the benefits of your premium fuels, you can increase fuel margins.

### Advertisement revenue

Work with local selected partners to display third party promotions on your forecourt for a more effective return on investment.

### Competitive advantage

Offer your clients better customer service and improved communications.

### Customer loyalty

Real-time information such as local traffic and weather reports can easily be displayed to help increase repeat visits and customer loyalty.

### Local support

A flexible platform to display local news and the opportunity to showcase your business within your community.

## Tokheim Worldwide



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