

Unique Design

Increased Customer Loyalty

- Enhanced aesthetics including curved door and bezel dome draw customers in with a fresh look and feel
- Improved customer interface with lighted transaction indicators

- Drive higher margin fuel sales with lighted grade-select indicators
- Increase in-store sales with full media capable 10.4" color VGA screens

Superior Technology

Total Solution for Today and Tomorrow

- Achieve full PCI compliance with iX Pay secure payment module
- Deter criminal activity with tamper resistant meters and Dispenser Secure Access

- Drive improved accuracy and decrease fuel loss with Xflo fuel meter
- Improve in store sales with integrated merchandising

Ovation LX

Improve the Return on your Station's Assets



The evolutionary Ovation LX was designed after an extensive study of actual consumers resulting in a customer friendly design.

- Hidden camera observations
- End-user questionnaires
- Interviews with station owners
- Focus groups with end-users
- Technical and market research

Results

- Simple
- Friendly
- Clean
- Fast
- Honest
- Approachable
- Reliable

Bottom line:

The most user-friendly dispenser improves customer experience and helps build loyalty

Updated look and feel of the dispenser

Drive increased fuel sales

Most accurate meter in the market

Reduce fuel loss due to meter drift

Full digital media capability

Entice customers into the store

Integrated multi-tier security

Protect your investment



DRESSER Wayne