

Applause™ Media System

Promote. Sell. Excite.

Your forecourt is a marketing opportunity you can't afford to ignore. And the Applause Media System makes the most of it, with full-color video, graphics and audio. Applause gives you the power to start a conversation with every customer.



Constantly updated promotional content, including branded graphics, audio clips, video, food images and more, are easy to access and available at no extra charge.

- ▶ Exciting images and animated content keep your brand fresh and generate increased sales.
- ▶ Easily customizable content lets you create custom coupons and interactive promotions.
- ▶ Industry-exclusive 6" printer maximizes merchandising and content impact while reducing paper changes 50%.
- ▶ Detailed reports make it easy to track results and export them into other applications. Web-enabled system can be managed from anywhere.
- ▶ Sophisticated promotions for food service and loyalty programs increase in-store sales.

Value-added, scale-able modules differentiate you from the competition and keep customers coming back.

- ▶ Digital advertising can increase sales of your products, or create a new revenue by selling ad space.
- ▶ Our Local Search and Directions module provides customers with interactive Google® Maps and printable directions at the dispenser, offering a powerful differentiator and reducing in-store congestion.
- ▶ Our Local Content module brings partners like The Weather Channel® to provide customers with valuable, up to the minute information.
- ▶ A constantly updated library of new features and applications ensures that you always have the latest tools.
- ▶ Open platform means more content options.

Easy installation and support

- ▶ No changes to CRIND® peripherals and most POS systems are required for installation on Encore® S Series dispensers.
- ▶ Available factory installed or as field retrofits.



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For a GVR Applause Demo Video**

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