



COMPLETE SOLUTIONS FOR THE
PETROLEUM AND C-STORE INDUSTRY.



A DIRECT CONNECTION TO CUSTOMERS,
CONVENIENCE AND HIGHER PROFITS.

Welcome to VeriFone®

VeriFone's solutions for the petroleum and convenience store industry present you with advanced technology and services backed by over 25 years of expertise. Our solutions include highly reliable point-of-sale and food service kiosk systems with IP connectivity, outdoor payment terminals, real-time data reporting and analysis tools, productivity software, backup and restore utilities, dedicated industry partners, and complete service reliability. VeriFone is dedicated to delivering the solutions you need to run your sites more efficiently and grow your business today.

Universality.

VeriFone provides you with new and innovative ways to maximize the margin on every customer experience. From cutting edge point-of-sale workstations to proprietary fleet cards that help you develop personal customer relationships, VeriFone technology ensures complete **integration** to numerous partner peripherals that connect you to a universe of retail automation options, and create custom solutions tailored to your business needs.

Proven Uptime & Reliability.

With VeriFone, you have the confidence of knowing a worldwide leader in retail automation solutions is coordinating your support—and your satisfaction. VeriFone's proven solutions are designed to maintain our classification as the most reliable solution in the petroleum/c-store industry. With our turnkey installation and training options and our On-Site Maintenance and Help Desk programs, you can keep your stores fully functional from day one and ensure they are up and running 24/7, 365 days a year.

Migration, Not Obsolescence.

VeriFone products are designed specifically for the demands of the petroleum business and are focused with the strategic planning of your investment in mind. Our solutions have an open systems architecture that adds peripheral management bandwidth and allows for future configuration expandability—even connectivity to other business models.

Relationships.

Our relationship with you, your relationship with your customers—it's how we grow together. VeriFone is committed to providing the best solutions for linking your POS system to loyalty and prepaid programs and industry leading partners that help increase your in-store traffic and profits.

VeriFone products and solutions are designed for you, with input from you and the industry. We don't just provide products. We provide solutions that help you grow your business.

POINT OF SALE SOLUTIONS

Topaz™
Ruby SuperSystem®

POINT OF SALE SOLUTION COMPONENTS AND ECR SOLUTIONS

Sapphire™
V950/HPV-20
V900/VIPER
NURIT 2159

SELF-SERVICE SOLUTIONS AND PRODUCTIVITY SOFTWARE

iOrder Food Service Kiosk
Sapphire Management Suite (SMS)
Kiosk Management Suite (KMS)
Ruby Manager™ and Ruby Manager Remote™
Ruby Tutor™ (Manager and Cashier)

STORE OPTIONS

Backup UPS with Power Conditioning	Mix and Match
Backup UPS	Combo
POP Fuel	Ruby Card™

INTEGRATED LOYALTY, ELECTRONIC FUEL PRICE SIGNS AND BACK OFFICE

Integrated Loyalty
Electronic Fuel Price Signs
Back Office

ADDITIONAL INTEGRATED SOLUTIONS

Car Wash	Generic Networks	Money Order
Security Camera	Dispensers and DCRs	Fast Food
Tank Level Monitoring	EASY ID	
Coin Dispenser	Prepaid Solutions	
Scanners	Proprietary Fleet	

MX800 SERIES AND STANDALONE TERMINALS AND PIN PADS

MX800 Solutions	VX 510
MX830	VX 570
MX850	QX720
MX870	OP 4100

SERVICES AND CONTACT INFORMATION

Petroleum Help Desk
Repair Services
On-Site Maintenance
Standard Warranty
Contact Information

WELCOME TO VERIFONE

Point Of Sale Solutions



Topaz

Powerful touch screen and keyboard combination

The first of its kind in the petroleum and convenience store industry, Topaz offers a modern touch screen technology along with a standard 120-key keyboard. For state-of-the-art aesthetics, outstanding cashier productivity, and efficient operations management, Topaz provides all of the tools you need for complete store efficiency. This powerful new touch screen POS from VeriFone is a sleek and customizable workstation that is rugged, reliable and easy to use. The Topaz Solution includes the Sapphire site controller and manager's workstation.

Flexible and Reliable Design

Topaz is developed with advanced infrared technology for the ultimate in touch screen durability. Topaz is tested and certified for the harshest convenience store environments. The touch screen is specially designed to be visible in any light and can be easily adjusted to a position that best suits each user.

Graphical and Easy-to-Use Workstation

Topaz's simple interface and customizable control panel allow you to easily tailor screen menus based on your store's unique inventory and sales activity levels. Fuel sales are processed using animated, graphical fuel icons that manage up to 32 fuel pumps at one time. In addition, the receipt preview provides clear on-screen viewing and editing of current transactions. Customize the system label with your own corporate logo.

Complete Peripheral Connectivity

With Topaz you can connect to virtually any dispenser, all major oil networks and several generic networks, as well as tank monitoring systems, scanners, loyalty programs, electronic fuel price signs, prepaid programs, food service kiosks, coin dispensers, car wash controllers, back office packages and much more.

Valuable Data Analysis and Reporting Tools

Topaz, along with the Sapphire site controller, provides powerful data analysis and reporting utilities. These tools enable your entire team to quickly and accurately view and share large amounts of store activity data in order to make fast and sound business decisions. IP connectivity enables remote monitoring and configuration options.

Benefits at a glance:

- Touch screen and keyboard combination
- Rugged and reliable
- Optimized fuel sales control
- Complete back office integration
- Animated and graphical icon displays
- Customized control panel
- Multi-layer menu structure
- Fast and highly reliable thermal printer
- Fast end of shift/day reporting
- Promotional reminders
- Receipt previews
- Simplified training
- Easy migration
- 50,000 PLUs



Ruby SuperSystem

Rugged, easy-to-use POS system that sets the industry standard for uptime and reliability

The Ruby SuperSystem is one of the most reliable point of sale systems in the industry, giving our customers unparalleled uptime. Ruby combines card processing, fuel dispensing, dispenser card reader control, and ECR functions to meet the needs of fast-paced petroleum/c-store operations—where quick customer turnaround, easy pump control, and accurate record keeping are imperative.

Unparalleled Uptime and Reliability

The Ruby SuperSystem is built by VeriFone, so you can expect reliability. Store managers will have peace of mind knowing that the Ruby is the standard for the highest uptime and reliability in the petroleum/c-store industry. In addition, VeriFone support services are always there to keep the store up and running, 24x7.

Flexibility

The Ruby SuperSystem offers the complete flexibility to choose from major oil networks, generic petroleum networks, all major dispensers and dispenser card readers, back office partners, scanners and much more.

Customer Loyalty

Built-in loyalty programs such as POP Fuel, Mix and Match and Combo increase customer retention and in-store sales opportunities.

Benefits at a glance:

- Highly reliable
- 120-Key keyboard
- Integrated back office solutions
- Built-in loyalty features
- The only industry POS that has a clearly defined migration path
 - Add site controller for enhanced data access
 - Add Topaz for expanded touch screen features and functionality
- More leading industry partners than any other industry POS offering:
 - All major oil networks
 - Major generic petroleum networks for multi-branded jobbers
 - All major dispensers and dispenser card readers
 - Back office partners for inventory and convenience store management
 - Scanners for increased PLU control
 - Car wash, security camera, and tank level monitors
 - Money order, coin dispenser, and proprietary fleet

Point of Sale Solution Components



Sapphire Upgrade to Ruby

Comprehensive site controller and data management system

Sapphire is a high-powered site controller that operates in conjunction with Ruby and Topaz. It offers the highest reliability and control of mission critical point of sale devices and data. Sapphire's technology was designed to leverage the investment you made in Ruby through ease of migration and true open systems architecture, while creating opportunities to integrate new revenue generating peripherals, or updated technologies, such as VeriFone's Topaz, a state-of-the-art touch screen workstation.

Simplified Data Management

Using Sapphire's easy-to-use interface, site configurations, journal browsing, pricing and PLU management are fast and simple. All store administration can be done quickly from either the back office or from a remote location without interrupting sales. Real-time store data provides greater insight enabling quick business responses and greater profits.

Advanced Data and Reporting Tools

Sapphire offers fast and secure access to store activity data on-site or remotely via IP connectivity and an easy-to-use suite of components. Data is accessible in XML format. Sapphire takes the transaction data from your POS system and other peripheral devices and provides it in a format that you can easily view and manipulate to facilitate smart site management decisions. Sapphire also comes with a complete library of standard reports.

Expanded Peripheral Control

Sapphire adds peripheral management bandwidth and allows for future configuration expandability. It has 16 serial ports (in addition to the 8 ports on Ruby and Topaz) to expand peripheral connectivity options. With Sapphire, integration is the key—you can manage all of your c-store peripherals more efficiently and consolidate data reporting all from a single source.

Benefits at a glance:

- Simplified data management tools
- Expanded peripheral control
- Increased number of PLUs to 50,000
- Process multiple transaction types and manage integrated peripherals from a single server (Fuel, loyalty programs, lottery sales, prepaid, remote fuel price signs, and more)
- Easy site configuration and management on-site or remotely
- Expanded and customizable loyalty features
- Remote data access through IP connectivity

Sapphire Management Suite (SMS)

SMS is a group of software modules that provide the advanced reporting and data management utilities of Sapphire. For complete information on SMS, see the Productivity Software section in this brochure.

Emergency Community Notification

Emergency Community Notification is designed to utilize the traffic and exposure of c-stores to promptly communicate community emergency information through various networks, such as the POS workstation, store kiosks, and pump dispenser displays. Leveraging Sapphire, this important tool not only benefits those in emergency situations so that they get the help they need quickly, but recognizes these stores as commendable community participants. From urgent Amber Alerts to weather emergencies, you can keep your customers aware and in touch.



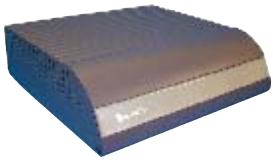
V950 and HPV-20

Complete Download, Backup and Restore Utilities

VeriFone's V950 hardware system, along with the HPV-20 software application, is a very rugged system that provides complete backup, restore and upgrade functionality to ensure your sites stay up and running. VeriFone can quickly download software to all your sites via an Internet connection, saving your company time and money.

V900 and VIPER

An Electronic Payment Server



VeriFone's cutting edge V900 Electronic Payment Server, EPS, along with the VIPER payment application, has made standardizing and updating aging applications and hardware platforms effortless. V900 and VIPER separate credit card processing from POS functionality. Regardless of what collection of POS systems your organization manages, you can process payments through VIPER using generic, major oil, and proprietary payment networks without affecting your existing POS software or architecture. Certification of new network features including support for evolving data security standards is streamlined.

Fast, Simplified Card Processing

VIPER, VeriFone's independent payment integration solution, controls all credit card transactions, in-store and at the fuel point, completely independent from the point of sale terminal. Now, upgrading and standardizing payment applications across your organization can be easily accomplished without impacting your customer transactions. Centrally controlled operational parameters allow you to configure and update card processing functionality remotely via a standard Internet connection. VIPER can also be scaled to incorporate multiple card processing hosts including loyalty and CRM.

NURIT 2159

Integrated Cash Register



The NURIT 2159 combines all the features of an advanced ECR with a fully operational POS device. This sophisticated, yet easy-to-use solution accepts all major payment types, as well as cash and checks. It enables simplified monitoring of daily retail activities and connectivity to back office management and accounting systems. The NURIT 2159 can work in a variety of retail environments, from stand alone, to Local Area Networks (LANs), to multi location networks. It is an ideal solution for non-fuel convenience and specialty retail stores.

Self-Service Solutions



iOrder Food Service Kiosk An Interactive Deli Ordering Touch Screen

VeriFone's Food Service Kiosk solution utilizes an easy-to-use touch screen counter top terminal designed specifically for petroleum/c-store food service. Whether it welcomes shoppers at your store's entrance or is conveniently located near the deli counter, this self-service station will add convenience, speed, ease, and enjoyment to your customer's shopping experience.

This Food Service Kiosk solution combines a highly reliable 15 inch infrared touch screen terminal and customizable software configuration tool, Kiosk Management Suite (KMS). This total solution not only enhances your customer's experience but maximizes your store sales and marketing opportunities while increasing store efficiency.

Customers will enjoy the easy-to-use touch screen order entry menus that can prominently display your store's image and all food service options. The kiosk menus can be enhanced with inviting colorful graphics to help promote in-store specials and up-sell suggestions for complementary items. Once customers have placed an order, they receive a bar-coded receipt which includes their order number. Customers can continue shopping while their order is being prepared, and pick up their order at their convenience. They can pay for their food order and other items quickly and easily right at the point of sale counter.

The Food Service Kiosk solution is completely integrated with your VeriFone POS system. Cashiers simply scan the food order receipt along with other items being purchased. For inventory purposes, you can choose to track only priced items or down to the item's detail level (lettuce, tomato, and other zero-priced items). Each of the tracked items exist in your store's price book and all sales feed into existing reports available with the Sapphire site controller.

Benefits at a glance:

- Speeds the ordering process with interactive self-service station
- Helps ensure order accuracy and increases customer satisfaction
- Increases average ticket sizes and profits by promoting high margin menu items
- Adds colorful images for promotions that stand out and increased up-selling opportunities
- Builds orders in a way that makes sense to the customer while providing the kitchen with item detail in a sequence best fit for preparation efficiency
- Integrated with your VeriFone POS system for barcode scanning and journal reporting
- Touch screen is specially designed to be visible in any light and can be easily adjusted to a position that best suits each user
- Utilizes advanced infrared technology for the best touch screen durability
- Configuration tool provides easy to use templates for fast and easy menu modifications
- Content tailored to your company specifications and standardizes your food service operation across all of your store locations

Kiosk Management Suite (KMS) is a web-based software application that provides sites an efficient way to manage kiosk administrative functions and configure and edit kiosk menu screens using easy to use templates. For complete information on KMS, see the Productivity Software section in this brochure.

Sapphire Management Suite (SMS)

SMS was designed for store owners that want detailed information on what their store is selling, how and when purchases are being made, what time of day sales are coming in, what cashiers are voiding, and more. This invaluable set of tools provides the competitive advantage of using the latest technology for real-time data access in order to better understand your business, reduce expenses, increase sales, and maximize profits. Sapphire Management Suite consists of four modules:

- **Journal Browser** — The Journal Browser allows you to view the “paper” receipt electronically. It is a fast and easy way to view all store transaction information and filter down to specific line item receipt details. Its convenient electronic format allows for easy downloading into a database software for subsequent analysis.
- **Configuration Manager** — The Configuration Manager provides utilities to easily configure key components of your store remotely including price changes and day and night menu updates.
- **Transaction Manager** — The Transaction Manager allows you to quickly filter, find, and view store data through an easy to use browser-style application. Whether your tracking no-sales or voids, managing loss prevention is as simple as selecting a transaction type and running a real-time report.
- **Report Navigator** — The Report Navigator offers users a fast and convenient way to run standard and custom reports for a single store or all store locations. End of shift and end of day custom reports provide invaluable insight into the overall efficiency of your operation.

Benefits at a glance:

- Simplified access to all store POS data
- View up to the minute sales and cashier monitory reports such as voids and no-sales
- More efficient management of fuel inventory and high margin merchandise
- Make fuel and merchandise price changes instantly
- Remote access to store data improves managment response to competitive prices
- Faster access to report data for real-time decision making
- Software is easily installed on any PC and connects to the Sapphire site controller by simply entering the IP address associated with the store

Kiosk Management Suite (KMS)

KMS is a web-based software application toolkit that helps you easily configure and customize kiosk systems, set-up and customize menus, import graphic files and manage the daily operation of your Food Service Kiosk.

Benefits at a glance:

- KMS software is easily accessed from any PC and downloads kiosk menu configurations via the Sapphire site controller
- Easy to use tool for configuring and editing kiosk menu screens using standard menu templates
- Manages administrative functions such as assigning users, permissions and passwords
- Supports multiple languages
- Interfaces with Sapphire site controller to obtain department number and PLU information for use in kiosk menu setup
- Uses graphical images to entice upsells and promote higher margin items
- Manages food preparation sequence to easily conform to existing food service operation
- Tools to accurately manage out-of-stock items
- Easily access PLUs from selected departments straight from Sapphire enabling fast menu price changes
- Import and export capability allows for easy menu configuration duplication among all store kiosks
- On-line Help tools provide convenient step-by-step assistance



Ruby Manager and Ruby Manager Remote

Ruby Manager and Ruby Manager Remote are Windows-based software programs that allow user-friendly access to data and files in a Ruby SuperSystem.



Ruby Tutor-Manager and Ruby Tutor-Cashier

Ruby Tutor-Manager and Ruby Tutor-Cashier are computer-based training programs that allows new managers and employees to quickly learn Ruby functions.

Store Options

Backup UPS with Power Conditioning

The power conditioned UPS enhances the reliability of the store system installation by providing an ideal electrical operating environment for the store POS and kiosk system installation, minimizing any electrical problems that may cause downtime.

Backup UPS

The V950 and the V900, as peripheral devices, are powered by an economical UPS that provides dependable battery back-up power. This UPS will readily “bridge” the utility failure, so that there is no system interruption or disturbance of function.

POP Fuel Discount

The POP Fuel Discount allows you to reward customers with discounts on fuel when they make a qualifying purchase. This makes it easy for you to reward your customers for behaviors that benefit you. Reward your cash customers, and watch your network fees go down. Increase sales in the store by tying snack sales to a discount on gas. Qualifying purchases can be at the pump or inside at the POS workstation. Behaviors you can reward:

- Paying with a specific credit card type (including proprietary fleet cards)
- Paying with a specific method of payment
- Purchase of a particular PLU with or without a specific quantity defined
- Minimum department purchase (dollar amount or volume)
- Minimum purchase of dollar amount

Mix and Match

Mix and Match functionality offers a discount when specified items are purchased. The cashier does not need to recognize the items, since your POS workstation keeps track. For example, let the customer purchase any sandwich, any side item, and any drink. If all three are purchased, a discount can automatically be applied. This can be used with a barcoded keytag card, or to give your special shoppers the “sale of the week.”

Combo

The Ruby SuperSystem’s Combo features works much like Mix and Match in that it is a special price for a combination of items, but it is assigned a specific key on the keyboard and must be recognized by a cashier at time of purchase. For example you could run an “Early Bird” special for purchasing a newspaper and a large cup of coffee. The cashier would have to recognize the special and press the Early Bird key to give the customer the special price.



Ruby Card

The Ruby Card is a memory card that gives you the flexibility to incorporate more sources of revenue for your store. With the Ruby Card you can upgrade your Ruby to handle car wash sales, proprietary fleet cards, fast food options, money orders, age verification through the EASY ID function, or more PLUs through the Expanded PLU card. As your store grows, you may require additional features. Buy only what you need, when you need it. You can upgrade your Ruby Card features at any time.

Benefits at a glance:

- Provides popular features that keep customers coming back
- Provides the flexibility of adding new features at any time
- Most upgrade installations can be done remotely, without a special site visit

Ruby Card Options:

- **Sell Car Washes at the Dispenser**

You can sell a car wash at both the POS and the DCR. The ability to sell a car wash at the DCR has proven to dramatically increase sales. Ruby and Topaz are compatible with car wash controllers that interface to over 30 different car wash systems. Use in conjunction with the POP Fuel discount for an added customer reward.

- **Use Your Proprietary Fleet Card at the Dispenser**

The Proprietary Fleet Card option works in conjunction with our proprietary fleet partners and allows your customer to use your private label cards at the DCR and inside at the POS. This builds loyalty with local accounts.

- **Ruby Card Bravo**

Ruby Card Bravo is a value package of Ruby Card's most popular features. Bravo contains Fast Food, Money Order, EASY ID, DVR and Remote Price Sign at a very special price.

- **Fast Food "Pre-Checking"**. Customers can order food, receive a customer number, and shop for additional items. At checkout, the POS can recall this number so all items, including gasoline, can be processed in one transaction.
- **Money Order**. Ensure checks and balances when selling money orders directly from your POS. This feature provides an easy to use interface to Travelers' Express or Western Union Money Order systems and ensures the payment is in the drawer before printing.
- **EASY ID**. EASY ID ensures compliance with applicable laws for selling age-restricted products. With this option, when tobacco or alcohol is sold, just a swipe of the customer's driver's license will prompt the cashier if the sale should continue. Your POS will even record the fact that you carded on the journal.
- **Digital Video Recorder (DVR)**. This new store option allows you to obtain workstation journal printer data to use in conjunction with your DVR system. The DVR will record all sales and audit items such as "no sales" and other questionable transactions. It aids in reducing shortages and increases loss prevention controls.
- **Remote Price Sign**. This new option allows you to easily change fuel prices from the store or from the home office.

- **Expanded PLUs**. The Expanded PLUs feature allows an additional 5,000 PLUs for a total capability of 10,000 PLUs.



Integrated Loyalty

VeriFone offers integrated loyalty solutions that will drive more traffic to your site and add customer conveniences in your business. VeriFone works with a range of loyalty partners to provide you the tools and flexibility you need to ensure your customers come back again and again. With the use of Sapphire and the open data exchange of XML, integrated loyalty programs provide extensive reports and detailed records of every transaction.

Benefits of using a Loyalty program with your POS:

- Increased visit frequency, spending, and profitability – drives customer purchases
- Increased customer retention – builds in-store opportunities, prevents loss of valuable customers
- Capturing Data – identifies customers and analyzes their purchasing behavior
- Rewarding Customers – rewarding profitable behavior and measuring the ROI of each reward
- Provides added value and services that motivate desired customer behavior
- Eliminates paperwork for fast and easy purchase tracking and reporting
- Speeds transaction time for customers

Loyalty Partners:

- | | | |
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| • Excentus Corporation | (972) 793-6763 | www.excentus.com |
| • Greenbax Enterprises, Inc. | (800) 664-4509 | www.greenbax.net |
| • MetroSplash Systems Group, Inc. | (972) 966-3235 | www.metro splash.com |
| • SmartEcho Technologies, Inc. | (866) 345-5768 | www.smartecho.com |
| • VCMG | (205) 323-4008 | www.vcmg.com |



Electronic Fuel Price Signs

Now your Sapphire based POS system can interface with an Electronic Price Sign, so you can gain the upper-hand on fuel margins and the competition! Quickly and easily change fuel prices on outdoor signage and across the POS (front counter to forecourt) from the back office or remotely from the home office. Whether you are in your store, corporate office or working from home, you can change prices instantly, safely and accurately—no matter the location or weather. VeriFone's Electronic Price Sign Partner Program is backed by a comprehensive certification and testing process. This process ensures a smooth and seamless transition for you and your customers.

Benefits of integrating your POS system with Electronic Price Signs:

- Manage price changes easily, quickly and safely
- Prices are continuously and correctly displayed, without relying on in-store personnel involvement
- Saves time and money with automated operation
- Accurately display highly visible and legible prices
- An attention-getting advertisement that attracts business
- Quality electronic price signs that reflect your store's quality by presenting a clean, professional image
- Standard interface allows price changes without changing POS System user interface

Remote Fuel Sign Partners:

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| • Daktronics | (605) 697-4790 | www.daktronics.com |
| • Everbrite, LLC | (800) 707-3837 | www.everbrite.com |
| • FutureMedia Displays, Inc. | (972) 770-0000 | www.fmdisplays.com |
| • Novyc Electronics | (514) 683-0300 | www.novyc.com |
| • PWM Electronic Price Signs | (713) 290-0626 | www.PWM.com |
| • Skyline Electronic Price Solutions | (800) 759-9046 | www.skylineproducts.com |



Back Office

Gathering data at the store is becoming more and more important to running a tight operation and improving your bottom line. With your VeriFone POS system, you select the back office package that is right for your business.

Benefits at a glance (systems will vary):

- Communicate immediately with a back office PC
- Customized or standard software for complete fuel and merchandise inventory control, general ledger invoice processing, accounting, price book maintenance and restock orders
- Ensure vendors are charging the negotiated price on products
- Obtain complete control over profit and loss statements
- Automate payroll time-keeping for payroll time card calculations
- Track accounts payable vendor status and manage multiple vendors using on-screen inquiries
- Calculate inventory turns based on sales automatically
- Analyze gross margin percentages and dollars on purchases by product code
- Ensure accurate management reporting for all aspects of your business

Gemcom Back Office Partners:

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| • Advanced Digital Data, Inc. | (407) 308-5000 | www.addsys.com |
| • AGKsoft | (508) 995-4934 | www.agksoft.com |
| • AIS/The Scan Group | (888) 304-4870 | www.scangroup.com |
| • Amcom Data Processing, Inc. | (800) 783-8100 x.112 | www.amcom.biz |
| • AutoExec Computer Systems, Inc. | (626) 446-6001 | |
| • Aztech Software | (800) 779-8324 | www.storewatch.net |
| • CMI Solutions | (800) 211-5980 | www.cmisolutions.com |
| • Compatible Software Systems, Inc. | (978) 433-2489 | www.css-corp.com |
| • Convenience Store Automation (CSA) | (920) 830-9575 | www.csahorizon.com |
| • Data Makers, Inc. | (920) 788-4225 | www.datamakers.com |
| • DataMax Group, Inc. (Bizware Software/TSW Solutions) | (514) 341-0101 | www.DataMaxGroup.com |
| • DM2 Software, Inc. | (800) 866-5151 | www.dm2.com |
| • ezMiner, Inc. | (256) 327-5021 | www.ezminer.com |
| • FACTOR, Inc. | (800) 654-3678 | www.factor.com |
| • Professional Datasolutions, Inc. (PDI) | (254) 771-7100 | www.profdata.com |
| • Red River Software | (800) 397-0708 | www.redriversoftware.com |
| • Scanning Solutions | (800) 940-SCAN | www.scanningsolutions.com |
| • Series 2k (Sigma Oil Corporation) | (619) 464-5500 | www.series2k.com |
| • Service Station Computer Systems, Inc. (SSCS) | (800) 972-7727 | www.sscsinc.com |
| • Store Chek Systems, Inc. | (800) 338-8331 | www.storechek.com |
| • Success Systems, Inc. | (800) 653-3345 | www.success-systems.com |
| • Summit Software, Inc. | (800) 433-5724 | www.summit-soft.com |

Sapphire Back Office Partners:

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| • FACTOR, Inc. | (800) 654-3678 Ext. 201 | www.factor.com |
| • Professional Datasolutions, Inc. (PDI) | (254) 771-7100 | www.profdata.com |

Additional Connectivity Solutions



Car Wash Controllers - Thinking of adding a Car Wash System? VeriFone interfaces to over 30 different car wash systems.

- Ryko Manufacturing Company (515) 986-3700 www.ryko.com
- Unitec Electronics (800) 486-4832 www.unitecelectronics.com



Security Camera Interface - Having a problem with theft? Install a security device and capture detailed data from each of your POS workstations.

- I3DVR (416) 261-2266 www.i3dvr.com
- ImageVault (888) 462-4382 www.image-vault.com
- NAVCO (800) 776-2623 www.navco.com
- Transaction Verification Systems (703) 237-8686 www.tvs-inc.com



Tank Level Monitoring - Provide complete control over gallon usage and monitor fuel inventory.

- EBW/Franklin Fueling Systems (800) 475-3291 www.franklinfueling.com
- OPW Fuel Management Systems (708) 485-4200 www.opwfms.com
- Veeder-Root (888) 561-7942 www.veeder.com



Coin Dispenser - Speed the line and reduce errors. Managers get faster shift changes and save 5-7 seconds per transaction.

- Contact your VeriFone Authorized Distributor
- VeriFone (888) 297-7604 www.petro-c.verifone.com



Scanners - Whether you need a high-tech 2-D bar code scanner for scanning state licenses in conjunction with EASY ID or a basic 1-D bar code scanner to move the lines, our partners have options that fit your requirements.

- Intermec Technologies Corporation (800) 347-2636 www.intermec.com
- Metrologic Instruments, Inc. (800) 436-3876 www.metrologic.com
- Opticon, Inc. (845) 365-0090 www.opticonUSA.com
- Datalogic S.P.A. (800) 828-6489 www.datalogic.com
- Symbol Technologies, Inc. (631) 738-2400 www.symbol.com

Value Added Resellers (VARs) who carry VeriFone compatible scanners:

- InData Systems (315) 685-8311 www.indatasys.com
- Sales Solutions, Inc. (727) 736-6277 www.salestolutionsinc.com
- SCLogic, LLC (888) 722-6269 www.scllogic.com
- Vector USA (800) 991-3375 www.vector-usa.com



Generic Networks - Thinking of connecting to a Generic Network? VeriFone interfaces with the leaders in the industry.

- Alliance Data Systems (972) 348-5257 www.chasepaymentech.com
- Chase Paymentech Solutions, LLC (813) 351-2233 www.paymentech.net
- First Data Corporation (512) 863-9003 www.firstdata.com
- National Bankcard Services (763) 225-5200 www.nbs-inc.com
- RBS Lynk Systems (727) 942-8790 www.rbslynk.com



Dispensers and Dispenser Card Readers - POS solutions link to all the major dispensers and their card readers, including Bennett, Gilbarco, and Dresser Wayne.

- Contact your VeriFone Authorized Distributor



EASY ID - Help prevent the sale of alcohol, tobacco, and other age-restricted items to minors with EASY ID and a Bravo Ruby Card option.

- Contact your VeriFone Authorized Distributor
- VeriFone (888) 297-7604 www.petro-c.verifone.com



Prepaid Solutions - Do you want to add significant revenue sources, drive more traffic to your store, provide valuable benefits to your customers and help control fraud? Integrated prepaid solutions include long distance cards, prepaid wireless cards, prepaid gift cards, and more.

- InComm (800) 352-3084 www.incomm.com
- PaySpot, Inc. (866) 472-9776 www.payspot.com



Proprietary Fleet - Initiate your own private label cards to build loyalty with local accounts. Allow customers to use your private label cards at the DCR and inside at the POS workstation using the fleet terminal.

- Excentus Corporation (972) 793-6796 www.excentus.com
- Fleetcor (770) 449-0479 www.fleetcor.com
 - Commercial Fueling Network (650) 583-4446 www.cfnnet.com
 - FuelMan (800) 383-5626 www.fuelman.com
 - Mannatec, Inc. (800) 237-9022 www.mannatec.com
- National Payment Card, LLC (561) 210-8630 www.nationalpaymentcard.com



Money Order - Increase your revenue and attract new customers with a money order system.

- Travelers Express (800) 328-5678 www.travelersexpress.com
- Western Union (800) 444-4670 www.westernunion.com



Fast Food - Increase your revenue stream - Add fast food with the Ruby Card software option.

- Contact your VeriFone Authorized Distributor
- VeriFone (888) 297-7604 www.petro-c.verifone.com

MX800 Series

The MX800 Series is the first family of globally-enabled payment terminals for international retailers designed to meet world-wide payment requirements on a single platform. Most payment terminals can handle credit, debit and smart card transactions, and capture signatures, but only MX800 Series terminals can be deployed throughout the retail operation to provide a common platform for all payments and interactive customer transaction needs.

All three MX800 Series products, the MX830, MX850, and MX870 share consistent user interfaces, the same application and a single management application. In addition to handling check-out payments, different MX800 Series models can be deployed as customer order entry devices, price checkers, product locator and information kiosks, contract approval and signature terminals, self-service gift card sales and reload stations, and virtually any interactive customer transaction imaginable.

Each MX800 Series product has been designed to VeriFone's exacting standards of durability, reliability and payment security. The MX800 Series is the only family of products to receive PCI and EMV certifications on all models. The MX800 Series products, whether grey-scale or full color all share exceptionally brilliant high resolution screens and are the only terminals on the market capable of supporting full motion video. Built with the most reliable touch and stylus technology, the MX800 Series uses a highly scratch resistant glass screen specially formulated for VeriFone to insure superior graphic images for the life of the product.

The MX800 Series products are designed to be the most secure, reliable, impactful and flexible payment solutions available to petroleum retailers.

All MX800 Series products offer the following benefits:

- PCI PED approval from the moment these products were released — They were designed from the ground up to meet the toughest security requirements, not modified to support less secure compensatory controls
- A chemically hardened glass screen, four times stronger than competitive product screens, which inhibits any scratching or marring of the surface and makes the product look as good years from now as it does today
- A simple capacitive stylus designed without electronics or any moving parts inside to insure a long life as well as inexpensive replacement cost
- The ability to show movies and play full motion video to attract consumer interest and leave impactful messages
- The most powerful 200 MHz processor and industry leading 64MB of storage to display feature rich applications and graphics
- A high level form-based development tool, which can create common applications designed to work on the entire series of MX800 Series products
- Built on Linux, an open, industry standard operating system, not a closed proprietary operating system
- The most robust selection of cryptographic schemes available on the market to provide the highest levels of security



Standalone Terminals and PIN Pads

VeriFone is the industry leader in standalone terminals and PIN pads. We offer the best and most secure electronic transaction solutions available, including hardware and a full range of services for debit, credit, checks and smart cards. Most importantly, all of these solutions meet current PCI PED standards.



MX830 — The PCI PED approved MX830 has a tactile keypad for private PIN entry and helps retailers reach out to consumers with timely, targeted branding and promotional messages on its extremely high-resolution grayscale display. It is the most versatile, economical and durable performer that stands up to heavy use.



MX850 — The PCI PED approved MX850 has a powerful payment processing engine, a convenient keypad for secure PIN entry, an ultra-crisp color display, and outstanding durability making it the clear choice for retailers. With its scratch-resistant touch screen, non-mechanical stylus, customizable trim plate and laser-etched keypad, the MX850 is built to last for years.



MX870 — The PCI PED approved MX870 combines color, video, and digital sound with highly secure payment capabilities. It is a powerful new way to communicate your messaging directly to your customers, add new revenue opportunities, or dynamically promote new products and services. From contactless to biometric upgrades, the field-replaceable modules allow retailers to conveniently add functionality and expand their investment.

VX 510



This compact design includes a 32-bit processor, integrated thermal printer and PIN pad, dial connectivity plus support for third party value-added applications. The VX 510 is ideal to be handed from clerk to customer for easy PIN entry and dramatically reduces transaction time to just a few seconds.

VX 570



The VX 570 combines superior speed and power to offer exceptional payment processing. It features increased memory to support a wide range of value-added applications, and is available in a wireless option for hand-held attended applications.

QX720



The QX720 is a rugged outdoor payment terminal built tough to handle any weather scenario. It is highly secure and handles all payment types including credit, debit, gift cards, EMV, contactless, and MSR. It is an ideal solution for late night pass-through windows.

OP 4100



This multimedia outdoor payment solution is PCI approved and perfect for kiosk and pay at the pump applications for petroleum retailers. Its ATM-style key pad, motorized or manual hybrid card reader, and optional contactless reader make it easy to use — and can even be retrofitted to your existing dispenser. Plus, its large color display allows retailers to stream advertising messages directly to customers.

Services

VeriFone is focused on serving our customers with unsurpassed responsiveness and technical expertise. We offer a wide range of services designed to deliver the best combination of technology, products and support to our customers.

Petroleum Help Desk

VeriFone's Petroleum Help Desk Service is staffed 24/7/365 with fully-trained professionals, eager to help anytime you need assistance — from your simplest procedural question to complex software diagnosis to POS system reconfigurations. Our technical staff is continuously trained on the latest VeriFone products, software applications, and partner interfaces. With access to a vast knowledge database to quickly obtain information for troubleshooting, our staff is prepared to answer your questions quickly and correctly. We understand that keeping your site up and running is money in the bank — getting your problem resolved and back to your customers is our top priority.

Repair Services

At VeriFone, our products are designed from the ground up to have the highest uptime and reliability in the industry. No one knows your VeriFone equipment better than VeriFone! We use only Genuine VeriFone Parts to ensure your equipment meets our stringent manufacturing specifications. When repairs are needed, VeriFone Repair Service has you covered.

On-site Maintenance

VeriFone's On-site Maintenance service covers all system components: POS system console, site controller, power supply, printer, customer display, cash drawer, and cables. In addition, it automatically includes VeriFone's Help Desk – 24 hours a day, 365 days per year. One call into our Help Desk is the only call you will have to make. When a problem requires onsite diagnostics or support, we will dispatch a VeriFone Authorized Service Contractor (VASC) to your site. You can relax knowing that there will be no hidden charges once repairs have been made. Our On-Site Maintenance service includes parts and labor, and our repair technicians use only Genuine VeriFone Parts.

Standard Warranty

VeriFone guarantees that all of our products are free from defects and will meet our rigorous standards for reliability and performance for years of trouble-free service. VeriFone-branded products all come with a minimum 13-month manufacturer's warranty from the date the product is initially shipped from VeriFone's facility. If products under warranty are found to be defective, VeriFone will either repair or replace the affected product at no cost to our customers.

And much more...

VeriFone also offers the following services. For more information visit www.verifone.com.

- Buyer Protection Service
- Deployment Service
- Professional Services
- Project Management
- Secure Terminal Audit
- Secure Terminal Retirement
- Software Help Desk
- Training Services

Additional Product Information

For additional product and services information visit our website at www.petro-c.verifone.com.

Contact Information

Sales Inquiries

- **Distributor Sales Managers**

VeriFone's Distributor Sales Managers (DSMs) can help you find the appropriate VeriFone Distributors in your local area for purchase of VeriFone POS systems and services, including the Ruby SuperSystem, Sapphire, Topaz, and more! [To locate the DSM in your area visit www.petro-c.verifone.com/contact](http://www.petro-c.verifone.com/contact) or call (888) 297-7604.

- **Direct Account Representatives**

Want to know what stand alone terminal products VeriFone offers to the petroleum/c-store industry and what your network options are? VeriFone's Direct Account Representatives can provide you with all the information you need. [Visit www.petro-c.verifone.com/contact](http://www.petro-c.verifone.com/contact) for a list of our Direct Account Representatives.

- **Sales Support Representatives**

Our Inside Sales Support Representatives are here to help you with questions regarding placing orders for VeriFone products or services, the status of your order, product availability, shipping and more. [Contact our Sales Support Representatives at \(888\) 297-7604.](http://www.petro-c.verifone.com/contact)

Service Inquiries

- **Regional Service Managers (RSMs)**

VeriFone Regional Service Managers (RSMs) can direct customers to the appropriate VeriFone Authorized Service Contractor. [To locate the RSM in your area visit www.petro-c.verifone.com/contact](http://www.petro-c.verifone.com/contact) or call (888) 297-7604.

- **Client Services Inquiries**

VeriFone's Client Services can assist you with questions regarding training, help desk, project management, on-site maintenance and equipment maintenance. [For Client Services inquiries call 1-800-VeriFone or email services@verifone.com.](mailto:services@verifone.com)

General Contact Information

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Main Fax: 727-953-4001



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