



## inOvationTV™ Media Platform Now Offered Free to All Fuel Retailers

**New media-at-the-pump program provides an all-inclusive media solution that delivers unprecedented value for fuel retailers nationwide at no additional cost and with no hidden fees.**



Wayne Fueling Systems, a global provider of fuel dispensing, payment, automation, and control technologies for retail and commercial fuel stations and Gas Station TV (GSTV), America's No. 1 video network at the pump, delivers the inOvationTV™ media platform at no charge and with no hidden fees to gas retailers that purchase new Wayne Ovation™<sup>2</sup> fuel dispensers.

In addition to the program's nationwide availability and GSTV-exclusive premium content, fuel retailers can expect to reap added value over \$29,000 in free technology upgrades. Included in this offer are the Wayne Connect™ IP-485® wireless solution providing EMV connectivity readiness, the Wayne Fusion™ gateway enabling cloud-based services, and a media-component warranty for the life of the contract.

"Providing free accessibility to the latest technology in one package demonstrates our commitment to help fuel retailers differentiate their business, drive brand loyalty, and prepare for the EMV transition," states Cameron Nokes, Product Manager, inOvationTV media program, Wayne Fueling Systems. "GSTV's premium programming and site-specific retailer promotional ads have led to significant increases in return visits, as well as customer conversion from the forecourt to the C-store. This comprehensive solution demonstrates a proven lower total-cost-of-ownership for the fuel retailer."

GSTV continues to deliver an industry-leading experience at the pump through exclusive long-term agreements with premium content brands such as ESPN™, CNN™, Bloomberg Television™, and AccuWeather™. According to a June 2014 Wayne Fueling Systems and GSTV Lieberman Forecourt Media Study, inOvationTV media solution customers are two times more likely to visit the C-store during their visit than at stations without media. Furthermore, ninety-one percent agree the inOvationTV media platform makes pumping gas a better experience.

“The high level of engagement among our active set of hard-to-reach consumers results in an industry-high ad recall – a critical measurement of success in our evolving media landscape,” stated David Leider, CEO of GSTV. “Our collaboration with Wayne Fueling Systems bridges leading technology with a unique marketing solution that helps drive strong ROI for marketers, and providing the inOvationTV media platform free to retailers paves the way for continuous growth of the media platform nationwide.”

For more information or to showcase the inOvationTV media platform in your region, please visit [www.inovationtv.com](http://www.inovationtv.com), contact Wayne Service Solutions at 512-388-8545, or GSTV Retailer Relations at 248-581-2981.


## Contact information

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