

# APPLAUSE EUROPE

AN INTEGRATED MULTIMEDIA DISPLAY TO ENHANCE THE FORECOURT

**NEW RELEASE**

NOW AVAILABLE WITH 15" OR 19" SCREEN

## INTEGRATED SCREEN

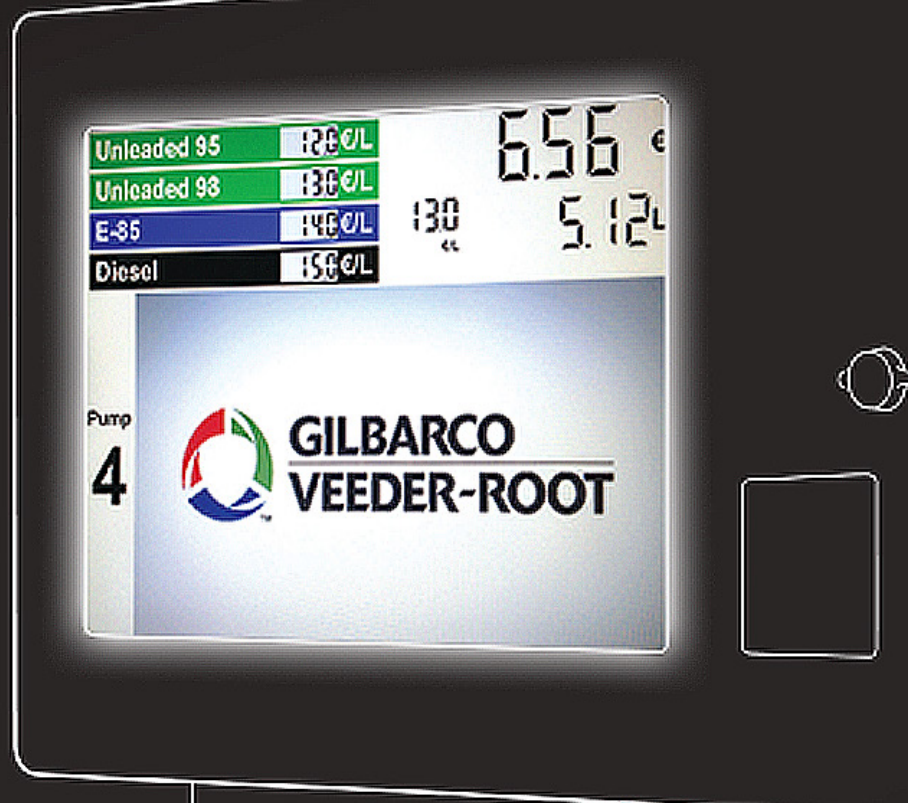
Combine transaction and media content into a single screen for an enhanced end-user experience.

## INCREASE YOUR REVENUE

Promote high margin products at the pump or sell advertising space to third parties.

## ENHANCE YOUR PROFILE

Distinguish your offering by using rich content to communicate with an engaged audience.



# Why Applause Europe?

Increase your profitability by displaying promotional information on a fully integrated multimedia dispenser screen. Applause Europe is easily updateable, letting you display full motion video and audio alongside fuel sales information.

Enhance user experience and boost sales by tailoring at the pump marketing to your business needs. Factory fit and retrofit options for SK700-II and Horizon allows your business to reach end-users while they are engaged at the dispenser for a complete display solution.

## Complete Display Solution

- > Integrated media screen with pump transaction display and rich content
- > Simultaneous transaction, media and audio content
- > Engaging full motion video on Linux platform
- > Three content triggers: idle, fuelling and end of fuelling
- > Easily update and customise content via USB, network connection (LAN/WAN) or dLAN
- > Improve branding and customer guidance with individual grade colours, fonts and displays



## Compatibility

- > Available factory fitted to Gilbarco Veeder-Root Multi-Product Dispensers:
  - > 15" Horizon & SK700-II
  - > 19" SK700-II
- > 15" Retrofit kit available for SK700-II and Horizon dispensers
- > All SK700-II and Horizon EU dispensers are Applause Europe 15" ready
- > Works independently of a POS environment



## Technical Specifications & Standard Features

Video dimension & format	<b>Standard:</b> XGA 15" industrial quality   Glare resistant screen   Maximum screen resolution: 1024x768   Video reproduction area: 928x522   Format: 16:9   2GB Playlist capacity <b>Optional for SK700-II :</b> SXGA 19" industrial quality   Glare resistant screen   Maximum screen resolution: 1280x1024   Video reproduction area: 1184x778   Format: 16:9   2GB Playlist capacity
Video file support	MPEG   AVI   MP4   FLV   WMV   MOV   WAV
Image file support	BMP   GIF   JPEG

Keeping the World Moving

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