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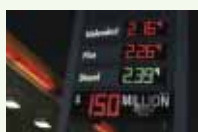
May 2010

Oser Communications Group

New Orleans

Sunshine Electronic Display Corp Lights Up Numbers Around Nation

By Kendall L. Randolph, President and CEO, Sunshine Electric Corp.



Sunshine Electronic Display Corp. is based in St. Joseph, Mo. We have been in business for more than 30 years and have manufactured many products over the years, but in the late '80s we began to focus on making electronic digits, and by the early '90s electronic digits became our only product. Our current line of digits range

Continued on Page 12

Improve Overall Network Security With AirTight Networks' Patented Solutions

David King, Chairman and CEO, AirTight Networks Inc., discusses his company and what they have to offer convenience retailers.



CRSE: What's AirTight Networks' main line of business?

DK: AirTight is the leading provider of wireless security and compliance solutions. Our focus is securing both Wi-Fi

Continued on Page 12

FuelQuest Expanding Its Growing Reputation For Innovation In Field Of Fuel Management

Matt Tormollen, Chief Executive Officer and President of FuelQuest, talks about the quest for better fuel management solutions that drives his company.



FuelQuest is a leading provider of fuel supply optimization and regulatory compliance solutions and services for retailers of all sizes. Our fuel management

Continued on Page 6

Autobank CX Safes By NKL One Of The Most High-Tech Lines On The Market

NKL® Cash Handling, a member of FireKing® Security Group, has added the new, technologically advanced Autobank CX line of safes to its extensive product offerings. The CX safes offer a simplified user interface with optional touchscreen advantages like the Support Beacon in which you can directly request technical help from the



Continued on Page 12

Excentus Brings Benefits To C-Store Players With Fuelperks! Rewards Program

Dickson Perry, Chairman and CEO, and Brandon Logsdon, Executive Vice President and General Manager of Excentus Corporation of Dallas, Texas, talk about their company.



CRSE: Tell our readers a little about your company.

DP: Excentus was founded in 1996 with an initial focus on fuel site control and enhanced data capture for the commercial

Continued on Page 10

Hughes Network Systems Helps C-Stores Maximize Their Technology Investment

Mike Tippets, Vice President of Business Solutions at Hughes Network Systems LLC (HUGHES), explains how his company can help convenience stores attract customers, discourage shoplifting and more.



CRSE: Mike, could you give us an overview of the problems Hughes

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ADD eStore Works To Address Changing Needs Of The C-Store Industry

Robert Culbertson—Sr. Vice President and COO, is a graduate of The University of Virginia with a B.S. in Applied Math. He joined ADD Systems as a programmer in May of 1978 after graduation from college and has risen to become the overall manager of programming development for the company. In 2002, Culbertson became the Vice President of Engineering, overseeing the



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Dresser Wayne iX Pay Secure Payment Helps Retailers Prevent Data Theft, Protect Their Brand

Retail data theft is a growing stress point for convenience store owners. Every day, credit and debit card crime becomes more sophisticated, better coordinated and increasingly damaging. For retailers committed to safeguarding their operations and their customers' card information, the Dresser Wayne iX™ Pay Secure Payment platform



Continued on Page 10

Posiflex POS Terminals Will Ensure Fast Checkouts And Greater Profitability

Ron Chan, Director of Marketing at Posiflex Business Machines, discusses how POS terminal performance and reliability impact your profitability.



CRSE: Introduce us to Posiflex.

RC: Posiflex is a 25-year design and manufacturer of Point-of-Service (POS)

Continued on Page 6

OpenStore Opens Up World Of Social Networking For C-Store Operators

OpenStore™ removes traditional convenience store boundaries, allowing store operators to connect with customers on social networks and mobile devices—anywhere and everywhere.



A rapid adoption and fundamental change in consumer behavior is occurring, where communication and information channels are moving to the Internet and mobile devices. What were once

Continued on Page 4

Mars Retail Group Partners With Alchemy3 To Develop Branded Lottery Games

Mars Retail Group announced on March 18, 2010, that it has joined with new licensee Alchemy3 to develop branded lottery games. The games will hit participating lottery retailers beginning fall 2010 and will incorporate popular Mars brands including M&M'S®, SNICKERS®, SKITTLES®, STARBURST®, 3 MUSKETEERS®, MILKY WAY® and TWIX®.

"Branded lottery tickets are an exciting, new licensing opportunity for Mars," said John Capizzi, General Manager of Licensing for Mars Retail Group.

Continued on Page 12

Cigarette Taxes Are 'Gold Rush' For States Facing Financial Problems; Several Consider Hikes

Since last year, 22 states and the District of Columbia have increased or are considering increases to cigarette taxes.

McLean, Va.—A March article in *USA Today* detailed how "cash-strapped states" are raising cigarette taxes to help address budget deficits.

So far in 2010, Utah has voted to increase cigarette taxes by \$1 per pack and New Mexico has added an increase of 75 cents per pack. At least six other states have considered tobacco tax increases,

Continued on Page 10

Dresser Wayne iX™ Pay Secure Payment

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by GasBuddy[™]

Visit us at booth #620 NACStech 2010. GasBuddyRetail.com

Coca-Cola Smashes £1 Billion Retail Sales Barrier In Great Britain

Despite a harsh economic climate that brought about a dip in consumer confidence over the past year, Coca-Cola passed £1 billion in cumulative retail sales in Great Britain for Coca-Cola, Diet Coke and Coke, FoodIngredientsFirst.com reports, the first time that the combined

sales of the three Coke brands have broken the £1 billion barrier.

Total sales increased 4.7 percent for total retail sales of £1.01 billion. The results suggest that despite a harsh economy, cash-strapped British consumers will seek out premium brands, the company said.

S.D. Gas Stations Carve Out Neighborhood Success

An article in last month's *Rapid City Journal* details the efforts of an independent gas station in a small South Dakota town, and its efforts to distinguish its offer from five competitors.

Bill and Sally Mason bought the Belle Fourche, S.D., station in 1998 and immediately began supporting the town's civic groups and school

fundraising causes. Over time and because of its involvement, it has become a meeting place of sorts for everybody from Boy Scouts to retirees.

The Masons have expanded the store, which now includes a gift shop, two casinos, hunting and fishing goods shop and a fresh-prepared food program. Indeed, on any given lunch day, a designated cook

"We are delighted to have passed this milestone with an exceptional performance in very difficult trading conditions," said Sanjay Guha, president of Coca-Cola Great Britain and Ireland. "These figures show that when times are tough, quality and trust matter even more to consumers."

The Great Britain results come as global sales for Coca-Cola have grown substantially in several other markets. In the last quarter, sales for Coke products increased 8 percent in Brazil, 20 percent in India and 29 percent in China.

could be preparing beef stroganoff, chili, French onion soup, salads and sandwiches for a hungry lunch crowd.

"We believe in Belle, and you want to make it a better place for your kids and grandkids," said Sally Mason, whose lone regret is that she never wrote a book about the funny things that have happened over the years at her store—like the time a customer paid for a rifle scope with a bag of squash.

"It's such a compliment that people think of us this way," Sally said. "We are still the hometown convenience store."

Fein Energy Crystals Create A Stir In The Energy Drink Category

The world's first flavor-free caffeine crystal product, Fein, adds a new twist to the \$7.9-billion energy drink category: no sugars, no artificial ingredients of any kind, no carbs and no calories. It tastes the same as your favorite beverage. Fein is being introduced through a modified rollout in select markets with a television infomercial and national radio endorsements, announced Stephen Diaco, a management partner for Fein Innovations LLC.

Revolutionary Fein energy crystals, with the trademark slogan, "Conquer the night, take on the day™," can be added

to any favorite beverage, even water, to make it an energy drink without altering the flavor. Fein's formula is all-natural caffeine citrate and a suite of secret, 100 percent natural "taste erasers."

It is the only energy drink product to use caffeine citrate as its primary source of caffeine, making it an all-natural, soluble power plant for busy people on the go. Fein delivers 75 mg of caffeine per stick with zero sugar, calories, carbs and artificial ingredients with no taste or aftertaste.

"Fein is the answer for everyone

seeking an energy boost with all the flavor and pleasure of their favorite beverage, but without added carbs, calories, sugars and sweeteners," Diaco said.

Diaco said that with imagination, hard work and scientific ingenuity, Fein Innovations LLC researched 35 generations of product innovation to deliver the energy equivalent of existing 8.4-ounce energy drinks, at a best-available price of less than half a dollar per 0.6-gram serving, about 44 cents. Fein is a non-taxable food product, not a dietary supplement.

Spark Brand, Tampa, Fla., created the two-minute infomercial featuring millionaire-maker Kevin Harrington, infomercial pioneer and panelist on ABC-TV's "The Shark Tank," and top-ranked, nationally syndicated radio host, Bubba the Love Sponge®.

Select retail outlets and some

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Executive and editorial offices at:
1877 N. Kolb Road, Tucson, AZ 85715
520-721-1300/Fax: 520-721-6300
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European offices located at
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military bases carry Fein cubes containing 30 servings, and others are being added. Fein is on Facebook and Twitter (@Fein). Fein is not recommended for anyone under age 18, pregnant women or anyone with hypertension. Users should consume no more than four Fein sticks in any 24-hour period. Because Fein incites energy, users should not take within five hours of sleep.

For more information, call 800-506-FEIN or visit www.getfein.com.

GasBuddy (Con't. from p. 1)

print ads in weekly circulars have now become online hour-by-hour ad placements targeting customers at the most ideal time. Consumers continue to

abandon print media at an increasing rate, and communication is almost exclusively happening on their computer and smart phone. For the convenience store operator, OpenStore provides a solution to seamlessly

connect convenience stores with their customers through these new media channels. The OpenStore solution is a turnkey social network marketing platform for convenience stores, providing much-needed two-way communication between store operators and their customers.

OpenStore includes individual Web sites for each of your locations. Each of the Web sites contains customized information and content related to that location. On OpenStore, now your location with a car wash or hot food menu will have a customized Web site to promote those features that matter to local consumers the most. The solution is designed so that whether you have one location or 500 locations it is simple and easy to manage your online presence. OpenStore is divided into various modules that lets you customize a solution that provides maximum benefit for your brand. Available modules include a robust customer feedback module to help collect reviews and feedback on your brand—it is a mystery shopper program that

happens every day.

The electronic couponing module includes dedicated mobile apps for the iPhone, Android and BlackBerry where you can send scannable electronic coupons directly to consumers. Other modules include social media presence modules, job posting modules, and robust, map-based station locators.

The entire solution is delivered through cloud-based computing and requires no on-site hardware.

The OpenStore solution brings consumers into your store, boosting in-store sales of merchandise and prepared foods and building your brand through targeted electronic promotions and constant consumer contact. Consumers gain brand loyalty from real-time, relevant communications such as customer alerts and digital coupons so that customers are connected to your brand wherever they are located.

Visit OpenStore by GasBuddy at NACSTech 2010, booth 620, for a live demo. For more information, visit gasbuddyretail.com.

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ADD Systems (Con't. from p. 1)

development of Energy, RAVEN and Pegasus. In 2004, Culbertson was promoted to Chief Operating Officer where he currently oversees all aspects of the day-to-day operations of ADD Systems. Here he talks to us about his company.

CRSE: I understand that you have recently launched two new products. Tell us about them.

RC: ADD eStore, released in December 2009, is a consolidated enterprise solution for C-Store marketers, which includes Home Office, Back Office, Business Intelligence and Inventory Scanning modules. Built from the ground up using the latest Microsoft database design and development tools, ADD Systems is able to deliver a progressive, flexible and scalable software product that will streamline store business processes, drive up profits and provide a strong foundation for growth.

Detailed analysis and reporting is delivered by our proprietary Atlas Reporting Business Intelligence platform, a powerful Performance Management application that is a must-have for any business that requires efficient access to actionable information. Atlas Reporting BI is

built with the latest technical tools, offers sophisticated data extraction and data warehouse features, and provides a full suite of customizable views and reports.

CRSE: Why did you decide to build these products from the ground up?

RC: The C-Store industry has changed dramatically over the past five years and will continue to change. Older software products cannot address the new needs of the marketplace, primarily data access and tighter management of merchandise. Technology and tools have improved, Business Intelligence is now a 'must-have' feature, and the user experience is paramount. These facts obviate the need to rebuild rather than trying to enhance an older technology which is costly and generally ineffective.

CRSE: How is the new eStore product performing?

RC: The product is already exceeding expectations. Scott Goodridge, IT Project Manager for AE Robinson in ME, who rolled the new product out in January, had this to say about ADD eStore: 'Maintenance of virtually everything in eStore is so straightforward and easy. It has a ton of possibilities, and I think I've only seen the tip of the iceberg with this

system's capabilities. We are very anxious to get into the Atlas Reporting Business Intelligence piece so that we can get a better view of what's actually going on out there in our stores.'

CRSE: How can these products deliver profits to your customers?

RC: We see the value of ADD eStore as a combination of cost savings as well as improved revenue, both of which increase profitability. ADD eStore can drive down costs through a 'manage by exception' design that can identify traffic patterns, inventory turns, discrepancies in vendor costs, etc. Additionally, process automation reduces time-intensive data entry. Increased revenue is driven by timely promotion tracking, margin management, reduce out-of-stocks, and powerful inventory control which ensures that a retailer has the right product in the right place at the right time.

CRSE: Tell me about the history of your company.

RC: Since 1973, ADD Systems has been a leading provider of technology solutions for the home heat, C-Store, wholesale fuels and lubricant industries. More specifically, we have 25 years' experience in the C-Store market and currently

service over 100 customers representing thousands of store sites across the United States. Our staff has vast practical knowledge of retail fuel and merchandise, many having worked for marketers prior to joining ADD Systems.

CRSE: What other products does your company offer?

RC: Our flagship enterprise solution is ADD Energy E3. This robust diversified offering provides the foundation for all of our ancillary products. In addition to ADD eStore and Atlas Reporting BI, ADD Energy E3 is the backbone for our mobile delivery and service solutions Raven, Raven Wholesale and Pegasus. On the automation side, E3 supports SmartConnect, a toolkit that enables a Web site to communicate with the E3 database, and eCommerce which allows for efficient electronic communication with vendors and customers.

CRSE: How can I find out more about ADD eStore and Atlas Reporting?

RC: To learn more about ADD eStore and how it can help you drive down costs and drive up profits, please contact our Sales Department at sales@addsys.com or visit our Web site at www.addsys.com.

Posiflex Business Machines (Con't. from p. 1)

and industrial touch terminals with more than 30 patents awarded for innovative design to provide 24/7 reliability in the harshest environments. We produce a wide range of peripherals and terminals, ranging from small footprint electronic cash register replacements, to POS terminals, to robust back office file servers in our two ISO 9001/9002/14001 certified facilities.

CRSE: What makes Posiflex different from other POS manufacturers?

RC: Posiflex offers low total cost of ownership. To some buyers, a POS terminal choice is primarily based on CPU and price. However, Posiflex customers recognize in order to improve the customer checkout experience and increase employee productivity, terminal quality, reliability and support services are pertinent. A lesser-built terminal is often the most expensive piece of equipment when

downtime, repair and replacement costs are factored in.

CRSE: Can you be more specific regarding competitive differences?

RC: Certainly. Here are a few examples.

Regarding Reliability. Posiflex uses a die-cast aluminum chassis rather than plastic. Aluminum has many times the heat dispersion capability of molded plastic. Coupling our unique patented chassis and motherboard design, there is less component overheating, translating into equipment longevity.

Also, Posiflex manufactures and designs its own terminals versus other vendors using OEM assembly houses. This means we have full component reversion control to assure software is always hardware-compatible and reliable.

Regarding Services. Every Posiflex terminal comes with a full three-year

warranty, with an additional optional two-year term. We also offer an Advance Exchange program, troubleshooting support, three Service Centers and nationwide on-site installation program to maximize terminal and business uptime.

CRSE: How can Posiflex make an impact to the convenience store's profitability?

RC: According to the 10th Annual POS Benchmarking Survey by LakeWest Group, increasing customer speed through the checkout is a primary priority for retailers. Posiflex POS terminals enable speedy checkouts to create an optimal customer experience for long-term loyalty, leading to more purchases and profitability.

The mini footprint Posiflex XP is a purpose-built convenience store POS terminal integrating a magnetic stripe reader and printer. More space savings means

more room for the ultimate showcase for impulse buying—the highly profitable front counter. Besides the XP model, we also have a wide selection of fanned and energy-saving fanless terminals.

CRSE: What's your long-term objective of being in the convenience store industry?

RC: To continually innovate to be a pioneer in POS and touchscreen technology, and strive to be a leader in serving the convenience store community. As a commitment to our customers, we strive to understand their business to design and derive a purpose-built terminal.

Your convenience stores operate 24/7. So should your POS terminals.

Not all POS terminals are created equally. For a whitepaper on POS terminal quality and reliability, visit www.posiflexusa.com/whitepapers.php or call 888-968-1668.

FuelQuest (Con't. from p. 1)

solutions optimize the replenishment of more than 15 billion gallons of fuel annually for retail and fleet customers. Our Zytax-branded, excise tax compliance and determination solutions are used to calculate and remit more than \$65 billion in energy-related taxes annually on behalf of more than 700 customers. And, our environmental compliance solutions are used for real-time monitoring of more than 3,000 retail sites in North America. In all our solutions, we help our customers capitalize on the opportunities created by volatility—whether it is fuel prices, tax rate changes or environmental regulations.

Our FuelQuest Fuel Management System (FMS) automates the complete fuel management lifecycle from procurement, inventory management, demand forecasting, strategic sourcing and financial reconciliation to margin analysis and environmental compliance monitoring. Its modular design allows a retailer to use the entire solution or just address a single area of need. And our pricing model does not require any upfront investment to get started. Larger retailers such as 7-Eleven and smaller ones such as John E. Jones Oil all derive cost savings and margin improvement from FuelQuest's offerings.

One of the most exciting solutions we have right now is our newest product,

FuelQuest ForeSite™. ForeSite is a decision support application that enables convenience stores to implement a Just-In-Time (JIT) fuel inventory strategy. ForeSite's primary value is simple, accurate visibility across a network of retail locations. It provides a map-based view of inventory spanning sites and tanks, so that users can determine inventory status at a glance, identify problematic conditions such as an impending runout, and take corrective action. Having this sort of visibility also enables retailers to weigh inventory position against fuel prices in order to optimize purchase decisions. Best of all, ForeSite is designed to be up in a day requiring no IT infrastructure purchases or maintenance.

For a limited time, we are offering a complimentary 60-day trial of ForeSite to qualified retailers. This is a unique opportunity for small- to mid-sized retailers to leverage technology innovation that has traditionally been available for use only by larger chains.

FuelQuest is a profitable, privately-held company headquartered in Houston, Texas, with a reputation for innovation within the industry. In fact, we are investing more in 2010 on technology and infrastructure than in any other year.

For more information and a ForeSite demonstration, stop by booth 954 at NACSTech or visit www.fuelquest.com/foresite.



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*"Increasing customer speed through
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10th Annual POS Benchmarking Survey
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Posiflex Point-of-Sale terminals deliver maximum uptime and reliability needed for speedy checkouts to improve customer experience and employee productivity. All this equates to higher profits.

Innovatively engineered with over 30 patents, our wide range of POS terminals have been subjected to the harshest field conditions for uncompromised performance.

Your convenience store operates 24/7. So should your POS terminals.

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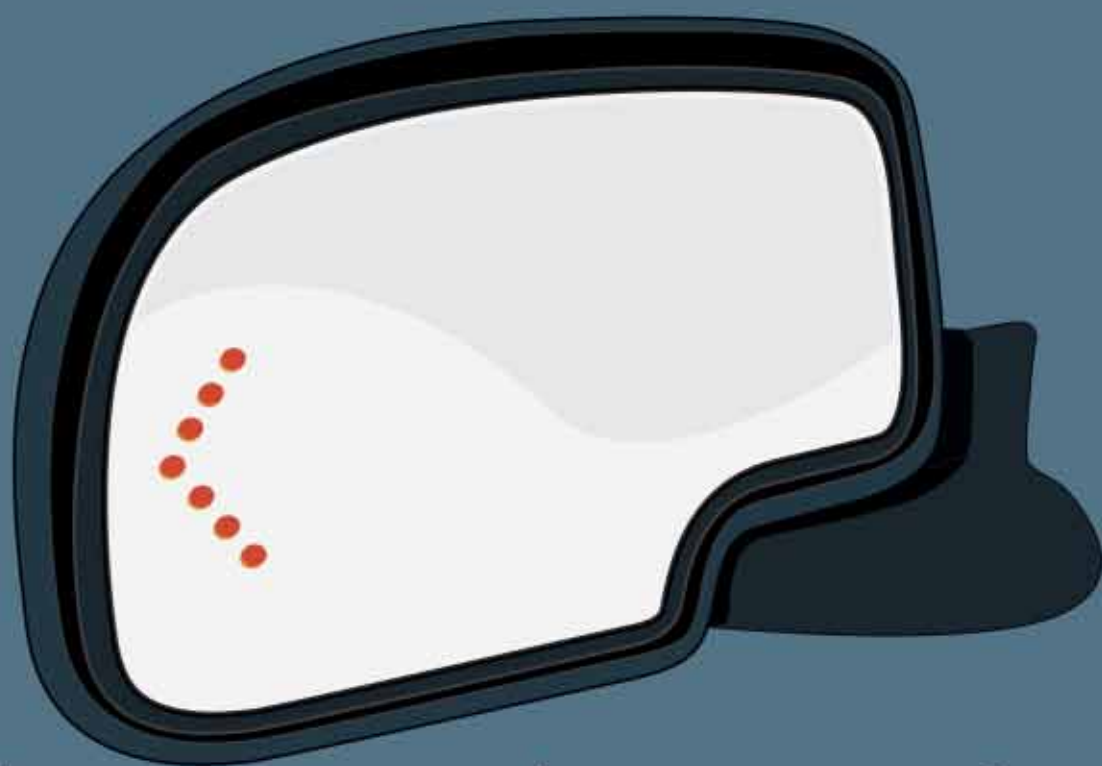
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With fuel rewards technology from Excentus, customers will come to your convenience store, even when it's not convenient.

The more they buy in your store the more they save at the pump. Earning fuel rewards gets them cents off per gallon. So, they'll be filling up their soda cups as well as their tanks.

And the best thing?

They'll be back, no matter how far they come from.

To learn about fuel rewards programs from Excentus, visit us at NACSTech, booth 437. You can also call 972.793.6763 or email us at sales@excentus.com.

**EXCENTUS**

Dresser Wayne (Con't. from p. 1)

offers industry-leading capabilities designed to enhance the security of the entire fuel dispenser payment terminal.

The iX Pay Secure Payment solution is designed to ease the upgrade path both today and tomorrow and help retailers stay up to date with Payment Card Industry (PCI) requirements like the upcoming July 2010 deadline. The upgradeable iX Pay solution allows retailers to leverage their investments in Encrypting Pin Pad technologies (EPP) when they move to next-generation security standards, like PCI

Unattended Payment Terminal (UPT). This solution is also compliant with EMV standards that address global interoperability of chip cards with payment systems and it was the first payment product to be certified to the Version 2.0 standard for PCI Encrypting PIN Pad (EPP) Security Requirements.

The iX Pay Secure Payment platform leverages Dresser Wayne's decades-long experience in outdoor payment products and reputation as a global leader in innovative technologies. It features an encrypting keypad, a secure card reader, user prompt controls and

application software authentication.

The user-friendly interface is based on an ATM-style display with soft keys. Leveraging the iX Technology Platform's flexibility, this module seamlessly works with country-specific and customer-defined payment schemes including PCI security requirements.

Security features include:

- Tamper-responsive security modules.
- Built-in keypad privacy shields.
- Multiple display configurations.
- Protected data links between components.

- Protected mag-stripe and ICC reader.

New Dresser Wayne Ovation and Vista model dispensers are available with iX Pay Secure Payment. Retailers can also upgrade installed dispensers with upgrade kits for Ovation, Vista and Tokheim Premier.

The Dresser Wayne iX Pay Secure Payment platform will be on display at NACStech, booth 637. Regional Dresser Wayne Sales Managers are available any time to discuss product features, fit and pricing. More information is also available at www.dresserwayne.com.

Excentus Corporation (Con't. from p. 1)

fuel market. Soon after we began to focus on integrating fuel rewards into conventional grocery loyalty programs which later led to providing C-Store programs such as Sunoco's APlus program. In 2008 we launched our *fuelperks!* Rewards Program and acquired Autogas' patent portfolio related to fuel discounts and rewards. Today, we focus primarily on creating stand-alone fuel reward programs for C-Store operators, creating standalone reward programs for grocery operators with C-Store cross-marketing, and providing our *fuelperks!* Rewards Program to key players in targeted markets.

CRSE: Would you explain how fuel rewards programs work?

BL: Generally, fuel rewards programs offer gasoline discounts to consumers for purchases of products offered by merchants enrolled in the program. Our experience suggests the most successful fuel rewards programs offer

cents-per-gallon discounts based on a consumer's total spend at a retailer or for purchasing specific promoted items. For example, most of our grocery customers offer a five or 10 cent per gallon reward for every \$50 spent in their stores. In the convenience industry, most customers offer anywhere from two to 10 cents per gallon rewards on specific items inside the C-Store, ranging from margin-funded items such as coffee and soda fountain drinks to vendor-funded items such as candy bars.

CRSE: How would you compare fuel rewards programs to other loyalty programs that offer a variety of ways to earn and redeem rewards?

BL: We have found that fuel rewards programs do a better job of generating brand loyalty and increased sales than traditional loyalty programs. The reason is that buying gasoline is a necessary evil to most consumers. The price per gallon is posted on every street corner and the expense is felt every time they pull into the gas station, which is, on

average, five times per month. People appreciate it when they are able to save money on gas. And nothing reinforces that savings like watching the price per gallon roll down by 20 or 30 cents when you swipe your loyalty card at the pump. In fact, the 2009 NACS Consumer Fuels Report noted that 51 percent of consumers would drive 10 miles out of their way to save five cents per gallon on gas. 83 percent would drive 10 miles to save 25 cents per gallon. That tells you that cents per gallon rewards are effective.

CRSE: Fuel rewards programs seem to have started in the grocery industry. Are you seeing interest growing in the convenience sector?

BL: We continue to see strong demand in the grocery industry, but we are seeing higher than normal interest from C-Store operators. First, barriers of entry that used to exist around technology have dissipated, and secondly, I think a few programs like the Sunoco APlus Rewards program and the Wesco Rewards

program have opened eyes around the industry with the types of results they have generated.

CRSE: You mentioned that Excentus owns several patents related to price roll-down at the pump. How are you using those patents?

DP: Yes, we do hold eight U.S. patents and numerous pending patent applications covering, among other things, cents-per-gallon discounts and price roll-back at the pump. We use them to create differentiation for our *fuelperks!* Rewards Program and partners. We also use them to help guide the appropriate level of competition between fuel rewards programs in markets while avoiding program saturation through licensing to certain C-Store and grocery market leaders even when their plans do not include using Excentus technology services.

For more information, e-mail marketing@excentus.com, visit www.excentus.com or stop by booth 437.

Hughes Network Systems (Con't. from p. 1)

solutions solve for the convenience store industry today?

MT: Major players in this industry turn to us to help them communicate dynamically to their customers via digital signage, prevent theft with video surveillance service and manage their enterprise and customer security through comprehensive PCI services, in addition to POS applications. Hughes serves more than 47,000 convenience stores across the country, many of which also rely on our network services to provide them with connectivity including DSL, cable, terrestrial wireless and satellite.

CRSE: What are you hearing from your customers today? What do they want from their investments?

MT: We're hearing that increasing foot traffic is a top priority. As many of your readers know, money is made in this industry through in-store purchases, so if I'm an owner, it's great if someone

comes by and fills up at the pump, but it's better if I can bring them into the store to make a purchase. That's where Hughes can help. Innovative solutions, like digital signage at the pump, can drive in-store traffic and cost-effectively boost sales, and we're already doing this today for a number of players.

CRSE: What new or emerging technologies or applications will become a force in the industry?

MT: Wi-Fi, either as a fee-based or amenity service, is poised to make a big impact and become a must-have technology in the convenience store market. We are already seeing how Wi-Fi impacts the quick service restaurant chain—many owners are now including a quick service restaurant in their store and they will need to offer Wi-Fi to compete. And if they offer it for the restaurant, they can easily extend that out to the forecourt. If a potential customer sees that a location has Wi-Fi, they will be more likely to stop for gas and synchronize their e-mail or other applications. While they wait for

the fill-up and the sync to happen, they will be more likely to go into the store and make additional purchases. Using Wi-Fi to entice customers to choose one location over another and, by extension, make a purchase, is a great way to increase foot traffic.

CRSE: What impact is video having on the convenience store?

MT: We think video will have a big impact on the C-Store. We are seeing video used in two primary ways—loss prevention and improved customer service. With digital video and a network connection, C-Stores can easily set up a video surveillance system to monitor inventory and reduce shrinkage. Employee training can also be conducted through that same connection, enabling video-on-demand services for a variety of training materials. Ultimately, effective employee training leads to a better customer experience. And, of course, there's digital signage both at the pump and in the store.

CRSE: What does the 'convenience

store of the future' look like?

MT: The C-Store of the future will definitely have multiple brands under one roof; a combination of your traditional convenience store and a quick-service restaurant will become commonplace. As this model emerges, C-Store owners will have to think about integrating numerous technology requirements. Brands will have their own POS systems, their own security requirements, and other technology components. Hughes is poised to help the C-Store owner maximize their investment in technology by sharing components when possible and designing the best possible solutions. Hughes has over 30 years of experience as a leader in broadband networks and services and today provides solutions to over 47,000 C-Store locations in the United States. We are the best choice to help owners build their C-Store of the future and maximize customer service and financial success.

Visit us at NACStech 2010, booth 928, or visit enterprise.hughes.com/nacstech for more information.

Cigarette taxes (Con't. from p. 1)

including South Carolina and Georgia.

Last year, 14 states and the District of Columbia raised cigarette taxes. It's only the 10th time since 1950 that so many states have raised cigarette taxes during the same time period, according to

the Centers for Disease Control and Prevention (CDC).

The average state cigarette tax is \$1.34, with Rhode Island the highest (\$3.46 per pack) and South Carolina the lowest (7 cents). The federal tax is \$1.01 per pack.

Among other states considering cigarette tax increases:

- Washington: \$1 per pack increase (bringing the total to \$3 per pack).
- South Carolina: House lawmakers voted this month to increase the tax by 30 cents per pack; the Senate is considering the issue.
- Georgia: \$1 per pack increase (bringing the total to \$1.37 per pack).

- Kansas: 55 cents per pack increase (up from the current 79 cents per pack).

According to Terry Pechacek, associate director for science at the CDC's Office on Smoking and Health, for every 10% cigarette tax increase, consumption drops by 3% to 4% among adults and double that range among youth.



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The retail petroleum business is changing. Today's operators are finding ways to increase sales by driving customer traffic from the pump into the store. Emerging trends like incorporating quick-service restaurants and amenity Wi-Fi are making the convenience store a destination—not just a place to fill up. Technological advances such as digital signage, digital menu boards and video at the pump are improving the customer experience and streamlining operations.

Hughes can show you how to securely integrate different hardware, POS systems, video, and loyalty programs into a single network without overloading your IT staff.

Hughes understands the network integration challenges facing today's operators. With over 20 years experience serving more than 47,000 retail petroleum stores, Hughes will help you take your business to the next level.

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A full-service gasoline station with all the courtesies of a bygone era.

Pull into the Vine Street Service Station in Scranton, Pa., and an attendant will check your tire pressure, wash the windows and fill your tank all for the price of

the gasoline, the *Times-Union* reports.

“We give the customer the full service they deserve,” said owner Tom Charles. “It’s rare to find such hands-on and personal service anymore.”

Charles is carrying on the legacy of George Ebersole, who owned the station

for years before Charles bought it more than 10 years ago. Ebersole and his family pumped the gas for customers and provided additional services gratis, like washing windows.

“This is a family business. A neighborhood business,” he said, adding that he knew of the station long before he bought it.

With its history of service, Charles plans on keeping the station just the way it

is. “We offer people what they want, what they’ve come to expect from us,” he said.

“We have a full-service station with mechanics on duty and someone to check the oil, check tires, and other things while also pumping the gas. There is no reason to change that. The people like that and I like that, too,” said Charles.

Two states still require full-service fueling: New Jersey and Oregon.

NKL Cash Handling (Con’t. from p. 1)

safe with a network connection.

Currently available in four models, the B.Series, C.Series, Q.Series and M.Series, standard features include a three-level, 300-user capacity, 20,000 lines of audit with reporting, optional Dallas keys, manual drop and monitored four-door support featuring time locks, delays, 24-hour lockout and armor car capability.

All models offer an optional touchscreen upgrade with advantages that provide an enhanced user experience, branding capability, programmable

buttons, e-mail reporting to three e-mail addresses and the Support Beacon option. Both the e-mail reporting and one-touch tech support feature require network and e-mail connection.

Measuring at 31H x 21W x 20D, the CX-C.Series is one of the smallest safes on the market and is ideal for the convenience store industry. The safe has two bulk validators and 120-tube capacity. Additional features include three doors, cash for cash exchange, printed receipts and reports.

A unique option for the quick-service restaurant industry, the CX-Q.Series

safe measures at 32H x 27.5W x 23D and has the balanced combination of till storage along with validated and manual drop capability. A choice of an 80-character standard display or seven-inch color touchscreen is also available, as well as printed receipts and reporting.

The CX-M.Series comes in a 21.5H x 13.25W x 18.5D ADA compliant package, with an optional 9H base and a manual drop door. Two single-note validators and a choice of a standard 80-character display or seven-inch touchscreen are included as well.

“The CX safes is one of few lines on

the market to offer such technologically advanced options combined with this level of versatility and security,” stated Terry Densmore, Director of Product Development. “With four models to choose from, including the CX-C.Series, one of the smallest safes available, this series suits the security needs of a plethora of business owners.”

The Autobank CX safes will be on display at NACStech, booth 441. For more information concerning the Autobank CX safes, please visit www.nklcashhandling.com or call 800-528-9900.

Sunshine Electronic Displays (Con’t. from p. 1)

from 6 inches to 120 inches in height!

We are a privately held U.S. company and we manufacture all of our own products at our headquarters in St. Joseph. Our company has enjoyed steady growth over the years and we are proud to say that we provide digital signage to 36 state lotteries and to

some of the largest convenience store and truck stop operators in the United States and Canada. Our digits are currently in use on thousands of billboards, high rise and on premise signs all over the country.

Over the years methods of changing the signs has changed greatly. The first generation used a walkie-talkie type radio and then we used wireless pages.

Now the options are unlimited—we use cellular, satellite, the Internet and over the last few years interfacing with the site controllers has become very popular.

We are approved partners with most of the major fuel pump and site controller companies and recently formalized a relationship with KSS to integrate their pricing data with our control technology. We are developing

additional new control technology that should be available by the end of this year that will allow customers to interact even more directly with their signs and have access to more data.

I hope you stop by booth 529 here at NACStech in beautiful New Orleans to take a look at some of our technology. And don’t forget to visit us at www.sunshine.us.com.

AirTight Networks Inc (Con’t. from p. 1)

and no Wi-Fi network environments from wireless vulnerabilities. This is particularly important for retailers in order to protect card holder data and satisfy the PCI wireless scanning requirements.

CRSE: Why wireless protection when many convenience stores have either no Wi-Fi or a limited Wi-Fi deployment?

DK: Whether or not wireless is officially deployed in the card holder environment, consumer-grade Wi-Fi networking devices are easily installed by end users, ultimately compromising a secure network. Because these unauthorized devices can go unnoticed for long periods of time, these devices can be exploited by hackers, for example the TJX hackers. PCI mandates a quarterly wireless vulnerability scan of any location that collects, processes, transmits or stores card holder data.

CRSE: Why do convenience stores come to you? What challenges are they facing meeting PCI at this time?

DK: Unlike traditional wired network vulnerability scanning, which can be

done remotely, to meet the wireless PCI DSS, retailers must actually scan the airspace at each physical location. Currently, most convenience stores are either hiring a third party auditor or using internal IT resources to perform quarterly on-site PCI wireless vulnerability scans. While this sounds simple, these ‘spot checks’ with a mobile analyzer are time-consuming and labor-intensive, and when you factor in any associated travel costs it’s actually quite expensive. By using AirTight’s hosted service, these organizations can not only satisfy the PCI wireless scanning requirements but also ultimately improve their overall network security.

CRSE: Compare the position of your products and their technology against the current market.

DK: Using mobile analyzers on a quarterly basis provides no data security—only a report that shows there were no unauthorized Wi-Fi devices during the 30 minutes the auditor was on site. AirTight’s hosted PCI wireless scanning service deploys a wireless security sensor at each location and continuously monitors the airspace 24/7 for unauthorized Wi-Fi. Scanning results are consolidated

from all locations and delivered in a single PCI report at a customer-defined frequency. Not only can we satisfy compliance, we can provide security by automatically detecting, blocking and locating unauthorized devices. It is like getting compliance for free and being secure at the same time.

CRSE: What would you say makes your solution unique?

DK: Ease of use, automation and cost-effectiveness have proven to be our key value propositions. Meeting the wireless PCI compliance requirements can be achieved for far less money and considerably less effort.

AirTight’s patented detection and auto-classification techniques identify all Wi-Fi in the airspace and categorized it as authorized, external [neighbor] or rogue [unauthorized]. Once the devices are properly categorized, IT no longer spends time chasing after false alarms and threat prevention can be automated, eliminating travel costs and reducing IT intervention.

CRSE: To what do you attribute your company’s success?

DK: AirTight offers both the industry’s leading wireless intrusion prevention system [WIPS] and the world’s first hosted wireless vulnerability scanning service. Our solutions work in any network deployment regardless of the infrastructure and can integrate with most security event management systems. Customers have a choice in how they buy and manage their wireless security without doing forklift upgrades to their infrastructure.

CRSE: Tell our readers about your trade show objectives, products, promotions, etc.

DK: We encourage NACStech attendees to stop by the AirTight booth, 636, and see a live demonstration to understand just how simply the wireless component of the PCI standard can be met. We are offering promotions for the conference that will provide a free upgrade of SpectraGuard Online services to the next level of service for customers who buy by June 30. We will also be raffling off a full year’s worth of wireless PCI scanning and reporting to one lucky customer.

For more information, visit www.airtightnetworks.com/home/products/spectraguard-online/pci.html#c3504 or stop by booth 636.

Mars Retail Group (Con’t. from p. 1)

“Alchemy3 has a successful track record developing solutions to increase brand awareness and sales by matching popular lottery games with major consumer brands. This new partnership will offer consumers fun and innovative lottery games showcasing our iconic Mars

confection brands.”

Alchemy3 was founded in Alpharetta, Ga., in 2007 by lottery industry veterans and quickly has become a leader in lottery branding. The company’s strategy is to create “smart matches” between licensed consumer brands and lottery games. Alchemy3 works with lotteries to capitalize on the power of consumer brands and lottery

games and represents premier brands including The Grammys, CBS Consumer Products, Bass Pro Shops, Six Flags, 20th Century Fox and Royal Caribbean, to name a few. The company has also created A3 Rewards®—lottery prize packages that instantly award non-cash prizes including movie tickets, gasoline, CDs, DVDs, B&B stays, backyard grilling packages and more.

Potential licensees should contact John Capizzi of Mars Retail Group, john.capizzi@effem.com.

About Mars Retail Group

Mars Retail Group is a division of Mars Incorporated. A private, family-owned company, Mars Incorporated employs more than 65,000 associates.



Booth 954



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With a larger 120-tube capacity, vending and validating, the CX safes are some of the most customizable on the market. With so many models to choose from, why would you choose anything else?



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AirTight's fully automated scanning service eliminates the IT support required to scan remote sites.

- **Low Risk**

24x7 monitoring ensures full time compliance and security from unauthorized Wi-Fi devices.



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For a live demo, visit AirTight at
NACStech booth # 636



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