

Dresser Wayne Ovation iX™ Fuel Dispenser

Driving revenue and lowering total cost of ownership for petroleum retailers



Business Challenge

Dresser Wayne, a global supplier of integrated solutions to the global retail petroleum industry, sought to create a new paradigm in retail petroleum fuel dispensers with its Ovation® iX fuel dispenser. Dresser Wayne addressed several key business challenges with the Ovation iX dispenser including:

1. Enabling Fuel Retailers

Enabling fuel retailers to increase revenue by providing new tools for driving customers from increasingly self-contained dispenser islands into stores, where profit margins are significantly higher.

2. Scalability

Providing a scalable, modular suite of technology products, built on an open architecture.

3. Lowering Costs

Lowering costs for retail customers by providing seamless integration of the new fuel dispenser with legacy point-of-sale (POS) systems while providing an extensible dispenser framework for adding new features like biometric readers.

Business Solution

Dresser Wayne's state-of-the-art iX™ Technology Platform solved key business challenges of its retail customers. The platform's open architecture allows fuel retailers to add new or customized modules without overhauling their entire system. One module exceptionally popular among fuel retailers is iX Media. Enabling fuel retailers to increase in-store traffic and drive sales, iX Media displays full-motion, site-specific video commercials on a dispenser-integrated 10.4-inch color display, with built-in speakers.

Fuel customers can print customized coupons at the dispenser for in-store specials and other retail promotions. To lower total cost of ownership, Dresser Wayne built the iX Technology Platform itself on an open architecture model. The Platform offers a wide range of modular, industry-specific applications, eliminating the need for retailers to change their existing in-store POS system.

Under the Hood: Technical Details

To support the vision it had for its new state-of-the-art iX™ Technology Platform, Dresser Wayne needed building blocks that would support the I/O intensive requirements of a retail fuel dispenser as well the Ovation iX dispenser's revolutionary multimedia display, open architecture, and extensibility.

Dresser Wayne started by choosing the PXA270 Processor. This chip provided the highest value solution with its support for the wide variety of I/O functionality required by the Ovation iX dispenser. Think encrypted keypads, card readers, printers, cash acceptors, and barcode scanners. The robust I/O capabilities, such as USB and serial ports, also enabled the PXA270 to support connectivity to legacy interfaces of existing POS systems.

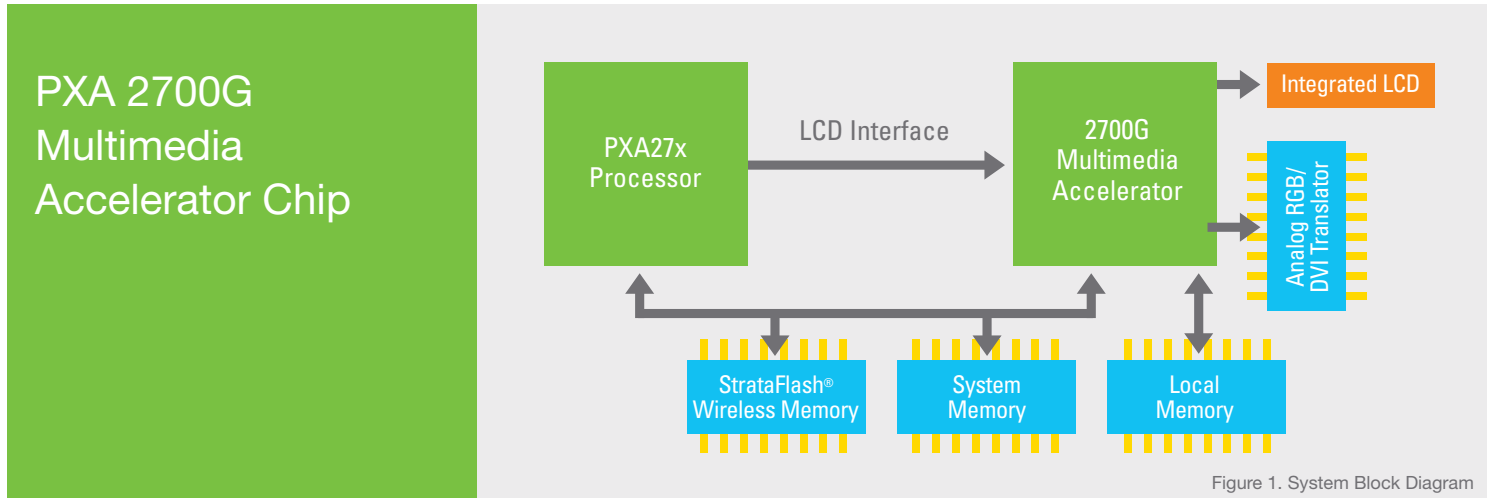


Figure 1. System Block Diagram

With built-in support for features such as biometric readers, the PXA270 also provides an extensible platform for future product enhancements.

When paired with the PXA 2700G Multimedia Accelerator chip (See Figure 1. System Block Diagram) the PXA 270 processor offered Dresser Wayne the ability to create a high performance, low power system that supported full-screen, full-motion video on a 640 x 480 color VGA screen – a critical design goal. Low power requirements were essential for the fuel dispenser. Mechanical fans for thermal cooling were not an option in the vibration-prone, rugged environment because they would quickly fail, and decrease dispenser reliability and drive maintenance costs for retailers.

Dresser Wayne, a global supplier of integrated solutions to the global retail petroleum industry, sought to create a new paradigm in retail petroleum fuel dispenser. Dresser Wayne addressed several key business challenges with the Ovation iX

Dresser Wayne, a global supplier of integrated solutions to the global retail petroleum industry, sought to create a new paradigm in retail petroleum fuel dispenser. Dresser Wayne addressed several key business challenges with the Ovation iX dispenser providing an extensible dispenser framework for adding new features like biometric readers. Dresser Wayne addressed several key business challenges with the adding new features like biometric readers.

Customer Payoff

Retail customers choosing the Dresser Wayne Ovation iX dispenser will see increased revenue from as a result of fuel consumers responding to the crisp, compelling video promotions on the fuel dispensers. Fuel retailers will also see their total cost of ownership decrease as they are able to integrate new dispensers into their current infrastructure and extend capabilities by adding new modules.

About Dresser Wayne

Dresser Wayne, headquartered in Austin, Texas, is an industry pioneer for the retail fueling industry. The company’s website is www.wayne.com

**Take the Next Step:
Contact Bsquare Today**

To find out more about how Bsquare can help your project, as well as Bsquare professional engineering services, Windows Embedded licensing and development tools that can accelerate your time to market, contact Bsquare at 1-888-820-4500 or email sales@bsquare.com.



For more information, please visit www.bsquare.com. Or email us at sales@bsquare.com

About Bsquare

Bsquare is a solution provider to the global embedded device community. Our teams collaborate with OEMs at any stage in their device development to bring quality products to market faster. Since 1994, Bsquare has been a trusted partner to smart device makers worldwide.

Bsquare Headquarters
Toll-free +1.888.820.4500
Tel: +1.425.519.5900
sales@bsquare.com