

DFS ANTHEM UX™ USER EXPERIENCE PLATFORM

Seeing is  
believing



\$0.00  
0.000 Gallons

Super Unleaded 3.299  
93

3:27  
Welcome, Jenny Kim  
68°

Car Wash  
Select a filter to view car wash details

Ultimate PLUS - \$15.00  
Deluxe - \$10.00

Dover Fuel Rewards®  
Save 5¢ per gallon when you fill up at participating Dover Stations.

Please use right nozzle

Unleaded Plus 2.939  
MINIMUM OCCASION RATING (ALL STATES)

Super Unleaded 3.299  
MINIMUM OCCASION RATING (ALL STATES)

89 93

NEXT STEP  
Remove Nozzle

Contact Language Video

Wayne

# Refueling Reimagined, Reinvented & Reborn

Welcome to the future of fuel dispensing.

The DFS Anthem UX™ user experience platform is destined to revolutionize every aspect of the customer experience. From touchscreen, wireless, recognition, media, security, contactless payment options and more — to making the fueling experience fast, easy, relevant, and even fun.

This powerful platform allows retailers to connect to their customers like never before, engage them with targeted advertising, media and generate intense loyalty. The Anthem UX platform, without question, is born, imagined and designed to impress. It offers customers unsurpassed functionality and retailers unlimited opportunities.

27" High-resolution touchscreen

Super-intuitive functionality

Personalized content

Stereo audio

# It remembers all the things you forgot to remember not to forget

These days, customers expect personalization. They want their retail journeys to adapt to fit them, not the other way around. And the more individualized, the better.

The Anthem UX platform is the first to give customers the ability to fine-tune their experience while also giving retailers the tools and data to maximize each customer interaction with keenly targeted advertising and promotions. This integrated, inviting experience builds loyalty, increases sales, and adds immense value to both consumer and retailer alike.

Supports loyalty apps

Enabler for forecourt business

Traffic & weather alerts

Promotions

\$0.00

0.000 Gallons

Super  
Unleaded  
3.299  
**93**  
Selected Fuel



Web

Traffic

Weather

Specials

Car Wash

**Wash PLUS -**

- Pre-wash
- Wash
- Rinse
- Wax
- Dry

\$7.50

**Deluxe -**

- Pre-wash
- Wash
- Rinse
- Wax

\$10.00

**Express -**

- Pre-wash
- Wash

\$1.00

X

Cancel

OK

Back

Home



# The customer experience

## is personal

Once customers are registered in the Anthem UX user portal, their experience will be personalized to reflect their specific preferences. They will be recognized and greeted in their preferred language. Then they will be offered their fuel grade, media content, and other services based on their secure personal profile.

## is entertaining

Multi-channel media selection provides customers with their choice of content. Local weather and traffic information will always be readily available, as well as an array of other entertainment and information options. Sports while you wait? Sure.

## is multilingual

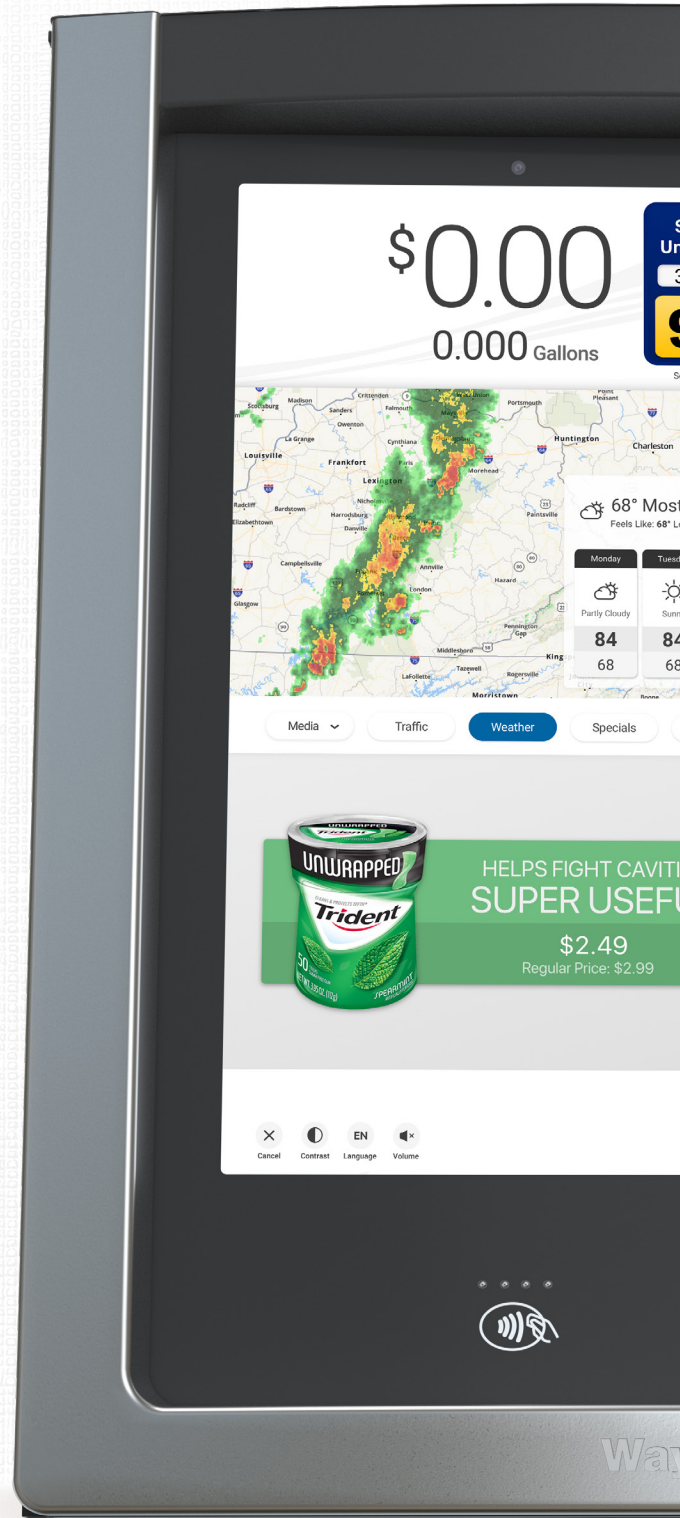
The Anthem UX platform has multi-language capabilities to serve a diverse customer base. Registered customers will immediately be recognized and automatically served in their language of choice. This can also be selected during the transaction.

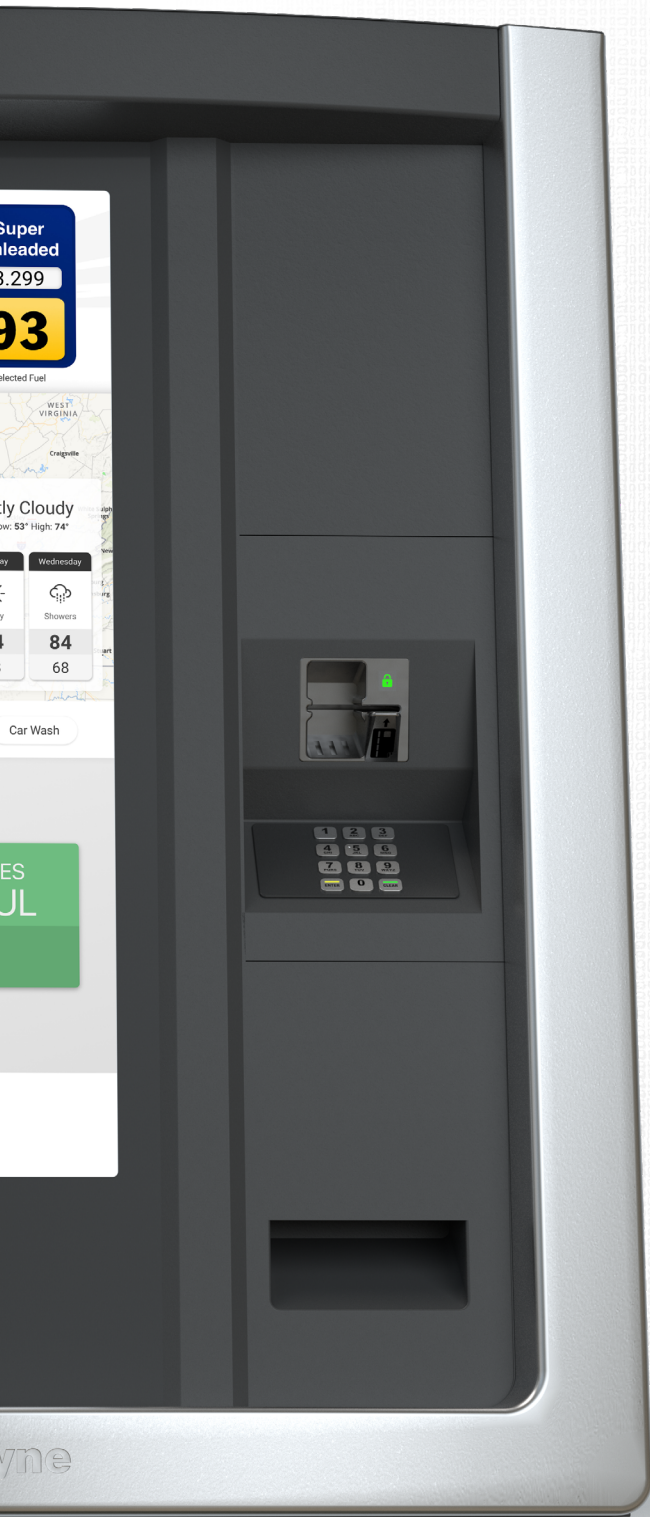
## is flexible

The Anthem UX platform gives customers what they want more than anything: choices. It supports contactless cards and mobile payment, such as Apple Pay and Android Pay, and allows customers to select receipt format—printed, SMS, or email—on screen. It can essentially do whatever the customer needs it to do — almost effortlessly.

## is intuitive

Recognized customers will be treated to a familiar, engaging user experience. Even unregistered customers will enjoy the ease and simplicity of the entire transaction. What's more, increased branding and advertising capabilities allow retailers to personalize and customize images, promotions, and in-store offers based on customer data and profiles.





# The retailer experience

## is attentive

The Anthem UX platform detects user proximity with cameras to quickly transition from idle to customer greeting state. Customers are immediately engaged and guided through a smooth, seamless series of prompts and options.

## is protective

Keyless locks give easy access to the dispenser for maintenance while protecting against uncategorized access. Fewer parts integrated on a flat display surface facilitate sanitization promoting a cleaner, safer experience for consumers.

## is modern

The main display is stunning and inviting, the functionality is intuitive and seamless. This modern marvel integrates sales and volume information and gives consumers grade selections directly on the screen for greater premium fuel visibility.

## is motivating

Offer more fuel selections and extol the virtues of premium fuel to cater to a broader vehicle base. Menu-driven sales driving expanded food ordering at the pump enabling impulse buying after the fuel transaction has started, an industry first.

## is durable

The Anthem UX platform is more than just a remarkable user experience, as it is built to perform in the harshest outdoor environments. The display is designed to operate across wide temperature ranges and consists of toughened glass with typically four to five times the durability of regular glass.

## is ready for the future

The Anthem UX platform adds immediate value and loyalty, but it's also a long-term investment, as future updates and enhancements can be added with a simple remote upgrade.



**Wayne**  
FUELING SYSTEMS



# Dark Mode

Not just a leap  
forward - it's  
fueling reborn

Introducing Dark Mode on the Anthem UX platform. User experience is always at the forefront of our designs and that is why the Anthem UX platform comes standard with the Dark Mode feature. At the touch of a button a consumer can experience high contrast, vivid branding, while reducing night-time strain on the eyes, with the added benefit to the retailer of lower energy consumption.

Rich graphic contrast

Reduced screen glare

Energy savings

Looks amazing at night



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