



## The Future is in View

Dresser Wayne is enhancing our familiar Vista™ dispenser to deliver even greater value. You get the same dependable functionality you've come to expect combined with evolutionary design elements. The result is the new Vista dispenser with an improved bezel that offers compliance with developing payment standards, more marketing capabilities and a superior customer experience. Yet, it is still characterized by the Vista series' tough construction and high configurability. We've built the new Vista dispenser with upcoming market conditions in mind to help you begin meeting tomorrow's requirements today for a more rapid return on your investment. The Vista dispenser brings the future into focus now.

# Vista™ Fuel Dispenser

## The Future is in View

### Popular Vista dispenser design now delivers even more revenue-enhancing capabilities

- Customer-friendly interface offers a smooth fueling experience
- Enhanced marketing potential through improved visual displays and increased functionality
- Features iX™ Pay secure payment that meets mandatory Payment Card Industry (PCI) regulations

### Customer friendly interface

The Vista dispenser is designed around customer behavior to create a smooth, efficient fueling experience. It features aesthetic Push-to-Start buttons with improved tactile feedback as well as switch and surround accent lighting to help guide the user through the transaction. New softkeys provide a familiar ATM-style interface, and the dispenser is available with an alphanumeric keypad option for truck and fleet applications. Additionally, the new Vista dispenser is fully compliant with Americans with Disabilities Act (ADA) guidelines.

### Enhanced marketing capabilities

With the Vista dispenser, Dresser Wayne puts our advanced technology in one of the industry's longest running dispenser lines. It includes the latest Customer Activated Terminal (CAT) electronics bringing you sophisticated payment and marketing technology along with the support that comes from a common platform.



Protect your warranty, security, and regulatory certifications. Insist on Dresser Wayne Genuine Parts for all equipment repairs and upgrades.

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To deliver enhanced graphics support and marketing potential, we have expanded the display to a larger 5.7" format. It enables sophisticated advertising capabilities, car wash promotions and loyalty programs with more screen space and a full-color option available in the future. Plus, the new Vista dispenser is designed to facilitate a smooth migration path. As a result, you can easily add advanced functionality to meet evolving standards without diminishing your investment. It can be enhanced through optional features like the award-winning iX Technology Platform including the iDPOS™ in-dispenser point-of-sale system, iSense™ remote diagnostics, Fusion™ universal site controller, iX Pay secure payment and iX Media digital merchandising.

### Compatible with new PCI payment security standards

In response to growing financial fraud and theft, the Payment Card Industry (PCI) has mandated new standards for outdoor payment terminal Encrypting PIN Pads (EPPs). The Vista dispenser can be equipped with Dresser Wayne's iX Pay secure payment to meet these stringent regulations. It is the only outdoor solution in the industry certified to the highest level of regulations, Version 2.0. As a result, it is the only one ready to meet PCI's upcoming mandate for Unattended Payment Terminals (UPT). Plus, it is certified for compliant deployment beyond the year 2014 while competitive solutions will need to be replaced in the coming years.



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