

FM 27

FULL MULTIMEDIA
DISPENSING SOLUTIONS

The OPT FM27 is part of the backbone of Petrotec's advanced forecourt solutions. Paired with Petrotec Cloud Services, it enables real-time monitoring, secure payments, and dynamic media management.



More convenience than ever
before at the forecourt.

THE ULTIMATE
DISPENSER
EXPERIENCE



FULL MULTIMEDIA

CONSUMER EXPECTATION

- Personalized User Experience
- Ubiquitous User Interaction
- Promotional Opportunities

INTERACTION

27" High-resolution, robust touchscreen display, for a gorgeous and immersive experience. Everything feels responsive and looks superb. With ultralow reflectivity technology.

ENGAGEMENT

Axon FM's proximity camera can trigger recognition/ salutation actions. With loyalty data and/or emotional and demographics recognition, engagement can be taken to the next level.

BUSINESS EFFECT

- Customer Loyalty and Engagement
- Better Throughput
- Up-selling and Cross-selling

INTEROPERABILITY

The AXON FM platform enables interoperability and functionality. Its modular architecture enables integration with 3rd party forecourt elements including other FCCs and POS systems.



THE ULTIMATE DISPENSER EXPERIENCE

Holistic fueling/C-store interaction through on-dispenser interaction and purchasing;

Maximum flexibility in presented content for a tailored user experience;

Enhanced messaging/promotion, the perfect start personalized forecourt journeys;

Catalyst for new business models (pre-paid self-checkout, drive through, etc);

Fully integrated with your forecourt systems, with the same business rules.



NATIVE, AVAILABLE AS AN OPTIONAL ON AXON RANGE PUMP MODELS

BUILT-IN MEDIA CAPABILITIES WITH REMOTE MANAGEMENT AND SCHEDULING FEATURES

Deliver personalized experiences in content and targeted advertising, right at point of interaction, at the pump. That turns a routine, disconnected action, time into an opportunity to drive brand awareness and publicity leveraging this media space.

Custom content on dispenser screens can also be a tool for educating and informing customers.

Multimedia fuel dispenser screens offer an excellent opportunity for cross-selling and upselling private label products.



TECHNICAL SPECIFICATIONS

- Full multimedia 27" screen
- 16:9 format
- Full HD, 1920 x 1080
- High brightness screen, 1000 cd/m2
- Reinforced protective glass

HIGH-LEVEL FEATURES FM PLATFORM AND AXON INTEGRATION



Self-checkout, with access to an optimized product catalogue when integrated with the POS system, on the forecourt, integrating with optional physical accessories (pinpad, card reader, 2D scanner, printer and contactless).



Intimate integration with media manager and loyalty platform, with a view to defining back-office rules for mobilizing content vs. customer segment.



Fast, intuitive and fun experience, with presence detection/biometric identification to trigger actions and with real-time traffic and weather information.



Media platform, easily scalable (other products: H2 dispenser, washing) and available as a retrofit for standard Axon dispensers already installed.

UNIFIED DESIGN, FLEXIBLE CONFIGURATIONS



VS



	OPTIONALS		
	Ingénico	Verifone	Multimedia
Pinpad	•	•	—
Card Reader	•	•	—
Contactless	•	•	—
Printer	•	•	—
Barcode Scanner	Optional	Optional	—
Camera	Optional	Optional	Optional
Voip	Optional	Optional	Optional
Via Verde	Optional	Optional	—
Display	27"	27"	27"

MULTIMEDIA

MULTIMEDIA + OPT

