Wayne EMV® Solutions

Protect your business with a complete EMV Solution — inside and out.

Wayne
FUELING SYSTEMS

The transition to Europay, MasterCard,
Visa (EMV) standards:

Significantly reduce your risk of payment card fraud

The fuel industry is undergoing some major retail changes. North American banks and credit card issuers are officially transitioning to EMV global standards in order to help reduce counterfeit payment card fraud. The increased protection that EMV provides has allowed payment networks to shift liability of counterfeit payment card fraud to retailers that don't implement EMV.

Wayne EMV Solutions are engineered to make your transition to EMV as easy and cost-effective as possible, with solutions that provide value far beyond meeting EMV compliance. With Wayne EMV Solutions, you can maintain a low cost of ownership, protect your investment, and grow your business well into the future — all while helping prevent major financial losses.

EMV 101

What you need to know

- **EMV is the global standard created by EuroPay, MasterCard, and Visa to securely authenticate credit and debit card transactions.**

- **According to Convenience Store News, fuel retailers lost more than $250 million to credit and debit card fraud in 2014.**

- **EMV helps reduce counterfeit payment card fraud.**

- **To be compliant with payment network EMV requirements, fuel retailers are encouraged to upgrade indoor POS software and hardware by October 2015, and outdoor pay-at-the-pump equipment by October 2017.**

- **Implementing both indoor and outdoor EMV technology by their respective deadlines will help minimize disruption, defer costs, and reduce site downtime.**

Make the transition to EMV easier with Wayne EMV Solutions

Wayne Fueling Systems is your choice provider for implementing the improved security of EMV standards. Our complete Wayne EMV Solutions are dedicated to helping fuel retailers navigate the complexity of regulatory EMV changes and prepare for the counterfeit payment card fraud liability shift as easily and cost-effectively as possible.

Wayne's one-provider solution offers a comprehensive line of indoor and outdoor hardware, software, and services; an expert team of distributors to assess areas of opportunity and provide the best course of action for the EMV transition; and a lower cost of ownership by building upon intelligent, future-proof technology.

The payment card fraud liability shift is quickly approaching, and Wayne can help make sure you're ready. Work with Wayne EMV Solutions to implement EMV in a simple and cost-effective manner.

Move ahead with a complete EMV solution

No matter your path to EMV compliance is, Wayne has your solution. Our distributors are trained to evaluate your site, assess your opportunities, and create a plan for implementing and deploying EMV as cost-effectively as possible. We offer all of the robust indoor and outdoor software and hardware you'll need to ensure a smooth transition, and we'll provide continued support to help keep your business compliant and running with the latest technology for years to come.

LOWER COST OF OWNERSHIP AT A GLANCE

- Requires fewer additional products to help reduce upgrade costs.
- Gives you the ability to choose components and third-party equipment for increased flexibility.
- Employs hardware and software configured to easily implement and deploy emerging technology as your business needs and regulations change.
- Allows for remote upgrades to reduce site disruption and downtime.
- Provides EMV compliance for a known and affordable cost.
- Allows you to enable EMV-ready devices and media remotely without downtime.

Maintain a lower total cost of ownership

When you purchase Wayne indoor and outdoor platforms today, you'll be prepared for future EMV deadlines. Wayne platforms are EMV-ready with hardware and software configured to deploy new technology as it emerges, so you won't have to make new equipment purchases as your business grows and regulations change.

Wayne's indoor platform gives you the ability to choose components and third-party equipment for increased flexibility. With the Fusion site automation server, you can easily make payment upgrades without disrupting the POS, and you can add functions like ATG interface, mobile payment, remote management and diagnostics, media, and other features. By building upon a previous investment, the Wayne outdoor platform provides EMV compliance for a known and affordable cost. The modular outdoor platform is easy to upgrade without replacing the entire dispenser, helping you prevent lost revenue from disruptions caused by "ripping and replacing" hardware. The Wayne Connect network solution allows you to use existing site wiring to enable EMV-ready devices on the forecourt and upgrade media and services remotely without downtime.

Wayne EMV-ready products — your complete solution

Our products provide robust solutions to manage your sites — and they're built to support EMV technology, making your transition as seamless as possible.

WAYNE FUSION™ SITE AUTOMATION SERVER

- Provides retailers with a single, streamlined solution that connects dispensers and site systems together.
- Helps to reduce deployment, implementation, and maintenance costs now and in the future by providing a single tool to improve visibility over many of your devices.
- Can expand functionality to match your growing business needs and changing requirements.
- Prevents lost revenue by allowing you to process transactions even when the POS system is down.

WAYNE IX PAY™ SECURE PAYMENT SOLUTION

- Delivers advanced security, in addition to providing investment-protecting flexibility and scalability.
- Allows you to easily and cost-effectively adapt to evolving security regulations while adding enhanced management, maintenance, and marketing capabilities.
- Available in new dispensers as well as several EMV payment retrofit kits for your unique station needs.

WAYNE IX PAY™ T5 AND T7 SECURE PAYMENT TERMINAL

- Compact terminal enables dispensers in the field, regardless of Original Equipment Manufacturer
- Designed to highest security standard
- Latest payment technologies

WAYNE TAP™ CONTACTLESS/NFC READER

- Replaces swiping, sliding, and conventional credit card payments with simple and convenient contactless technology.
- Enables fast, easy, and safe payment transactions at the forecourt.
- Supports NFC mobile wallets, contactless mag-stripe, and EMV protocols.
- Adapts effectively and efficiently to security regulations while enabling greater marketing capabilities.

WAYNE NAMOS™ POINT-OF-SALE (POS) SYSTEM

- Delivers thousands of easy-to-use, yet advanced, features specifically configured for fuel retailers.
- Can be managed remotely to comply with new regulations and deploy new features.
- Manages and monitors forecourt hardware, financial and loyalty transactions, host communications, and fuel sales in a single system.

INOVATIONTV™ MEDIA PLATFORM

- Provides FREE retailer promotion ads, premium content, maintenance, technical support, and warranty protection for six years, helping you maintain a low cost of ownership.
- Comes EMV-ready with the Wayne Connect™ IP-485 network solution, so you're prepared to comply with changing regulations.
- Uses cloud-based technology for easy and cost-effective platform and hardware upgrades.
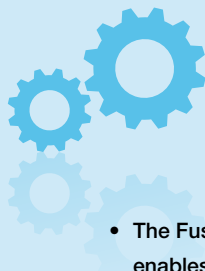
WAYNE CONNECT™ IP-485® NETWORK SOLUTION

- Helps you facilitate EMV-compliant secure payment transactions and add new forecourt media solutions over existing wire without the hassle and expense of "ripping and replacing" current infrastructure.
- Allows you to easily add or upgrade media like inOvationTV media platform and the Wayne iX technology platform.

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- Open architecture allows for simple "plug and play" upgrades.

- Supports the latest EMV protocols for a smooth, cost-effective transition to compliance.

- Features modular payment hardware to minimize disruptions caused by "ripping and replacing" equipment.

- Allows you to quickly and easily add emerging technology, like media, mobile payment capabilities, and loyalty programs.

PROVEN TECHNOLOGY
AT A GLANCE

- The Fusion site automation server enables EMV transaction security and electronic payment.

- Includes iX Pay secure payment platform that enables you to make a smooth transition to EMV.

- Has been proven in Wayne dispensers deployed in Canada, Europe, and Asia.

Keep growing your business with Wayne EMV Solutions

Wayne products are configured to adapt to evolving fueling industry needs and regulations. Our indoor software and devices are built to support new regulations and emerging industry needs. Plus, the outdoor platform easily adapts to emerging technology without "ripping and replacing" expensive equipment. With Wayne's total EMV Solution, you will be in compliance and fully prepared for what the future brings.

Build your system on proven technology

The Wayne Fusion site automation server enables EMV transaction security and electronic payments indoors. Plus, the Wayne iX Pay secure payment platform allows for a smooth transition to EMV due to simple, cost-effective upgrades via a la carte reader kits. Conversion to EMV may also be as simple as replacing the existing mag-stripe reader with a hybrid chip reader and completing an application software update whenever your POS and network are ready.

Standard mag-stripe card reader

EMV hybrid chip card reader

Protect your investment for the long run

With Wayne EMV Solutions platforms, you can purchase today and build upon your investment for future upgrades and services. Both indoor and outdoor platforms are EMV-ready, making it fast and easy to become compliant with changing regulations. Plus, you can manage, diagnose, and deploy upgrades remotely, reducing downtime, and keeping costs predictable and affordable.

▶ Learn more about how Wayne EMV Solutions can help your business transition to global EMV standards by contacting your Wayne representative or by visiting **wayne.com**.

$ INVESTMENT PROTECTION AT A GLANCE

Indoor Platform

- Comes EMV-ready, allowing you to utilize a single investment for future upgrades and services.

- Configured to support easy upgrades with the Fusion site automation server.

- Gives you flexibility by allowing you to select components and third-party equipment.

Outdoor Platform

- Allows you to build on past investments to achieve EMV compliance.

- Provides EMV compliance for a known, affordable cost.

- Wayne Connect Network solution allows you to use existing site wires for TCP/IP connectivity to enable EMV-ready devices on the forecourt.

- PCI PTS 3.0 certified and approved through 2020.

- EMV-ready Wayne TAP Contactless/NFC option and upgrade handled via separate reader module.

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