



NCR OPTIC

Pump up c-store revenues with
forecourt engagement solutions

To learn more about NCR OPTIC, visit ncr.com, or call +1-404-418-5068.



Contents

Fight fraudsters with emv security	4
Engage gas-and-go consumers	4
From gas-and-go to gas-and-sip	5
At attention, at the pump	5
Offer low-touch interactions with mobile	6
Put out messages with more impact	6
The latest in payment security	7
Retrofit your existing pumps	8
12-inch Touchscreen	9
All-in-One 5-inch Screen	9
Open and agile	10
Make the forecourt work harder	11

NCR OPTIC

As a convenience and fuel retailer, you're facing all kinds of changes and challenges, from volatile fuel prices and growing consumer demands, to keeping up with complex regulatory and operational environments. NCR is here to help make your life easier with solutions like NCR OPTIC.

Fight fraudsters with EMV security

Most retail segments have already adopted EMV—and fraudsters know it. This puts a spotlight on your fuel pumps as one of the last, easy targets for skimmers. At the pump, the average compromised card reader skims 30-100 cards per day. Losses due to skimming are estimated at \$400 million annually. As the 2021 deadline rapidly approaches, investing in EMV compliant solutions has never been more critical.

NCR OPTIC protects your consumers and your business from fraud at the pump. Your customers can choose from a wide variety of payment options, including contact and contactless EMV, while you reduce the risk of chargebacks and potentially

staggering liability fees. Both OPTIC models come with retrofit kits for major pump brands, so you can effortlessly update your forecourt using the investments you already have.

Engage gas-and-go consumers

With today's razor-thin fuel margins, you're likely looking for ways to propel gas-only consumers (currently 70% of all c-store consumers) away from the pump and into the store to buy higher-margin items. One of the best ways to do this is to grab their attention while they're fueling, giving them a great reason to enter your store.

NCR OPTIC breathes new life into the c-store model, encouraging consumers to start in-store shopping while they're still in the forecourt. With large, dynamic screens, OPTIC can deliver interactive content that

catches the attention of fuel customers. And with its open platform that gives you complete content control, you can design customer experiences unique to your brand to build loyalty.

From gas-and-go to gas-and-sip

NCR OPTIC Grab & Go can help convert gas-and-go customers into in-store shoppers for food, beverages and other products.

The vibrant screens are ideal for displaying personalized promotions and showcasing new items available for purchase. Using an easy-to-navigate interface, customers can place foodservice orders right at the pump, with orders flowing directly into

your kitchen production system for execution. The solution helps drive incremental sales opportunities, including cross-sell and up-sell recommendations, and loyalty-based discounts.

At attention, at the pump

Capture and hold consumers' attention at the pump with customized video that promotes your brand.

The latest OPTIC releases allow for synchronized playlists to be deployed across all pumps to engage customers while fueling, and while pumps are idle. With the ability to control 100% of your content (without syndicated content), video playlists are an ideal way to promote the messages most important

to your business. You can also choose OPTIC Media Offers, which helps you influence buying behavior by delivering engaging content at the pump that gives fuel consumers a reason to go inside the store to purchase higher-margin goods.

Offer low-touch interactions with mobile

For consumers concerned with touching shared surfaces—or for tech-savvy shoppers that prefer mobile—OPTIC terminals integrate with NCR Mobile Payments to deliver a frictionless, low-touch experience.

Using a mobile app, fuel customers can unlock the gas pump and pay for their gas using a stored payment method. This saves on credit/debit

transaction fees for you while giving you another opportunity to digitally engage shoppers with relevant promotions and content.

Put out messages with more impact

Through our partnership with NewsBreak Media, you can centrally manage and deliver localized media-rich playlists to each OPTIC terminal, with complete content control 24/7.

The system uses predicative analytics, sales history and key influencing factors like weather, time of day and location to build optimal content for each screen, at every pump. Once live, the system monitors

buying behavior so that it's always learning and adapting its algorithms to deliver the biggest impact to your bottom line.

The latest in payment security

NCR OPTIC offers E2EE security, which provides top security for data encryption throughout the payment transaction lifecycle, from point of capture through payment processing. No matter how fuel customers choose to pay, all data has multi-layer encryption and is tokenized to reduce the risk of a cyber-attack. E2EE simplifies security for retailers and can help reduce PCI scope during audits.



Retrofit your existing pumps

We believe redefining the forecourt experience shouldn't have to mean a complete pump replacement. With NCR OPTIC, we help you maximize the lifespan of your existing dispensers with retrofit kits for major pump brands. With two model sizes available, NCR OPTIC can help you deliver a consistent, exceptional customer experience even if you operate a range of pump brands and models.



12-inch Touchscreen

NCR OPTIC 12 is a modular solution with a big and bright 12.1" duraTOUCH® touchscreen, which is weatherproof to virtually any condition.

This model provides a stunning display for interactive content at the forecourt and is ideal for video and other media rich content. EMV chip and contactless are standard, with optional barcode scanner and printer models available. Retrofit kits are available for major pump brands.



All-in-One 5-inch Screen

NCR OPTIC 5 Touch is an all-in-one option with a vibrant 5-inch touchscreen VGA display, integrated chip-card reader, contactless reader, thermal printer and barcode scanner.

This model is small enough to fit into any standard pump head or pedestal yet large enough to display content that engages your customers while fueling. It's fully EMV compliant with retrofit kits to deliver a consistent customer experience no matter the pump brand.



Open and agile

NCR OPTIC helps simplify pump maintenance.

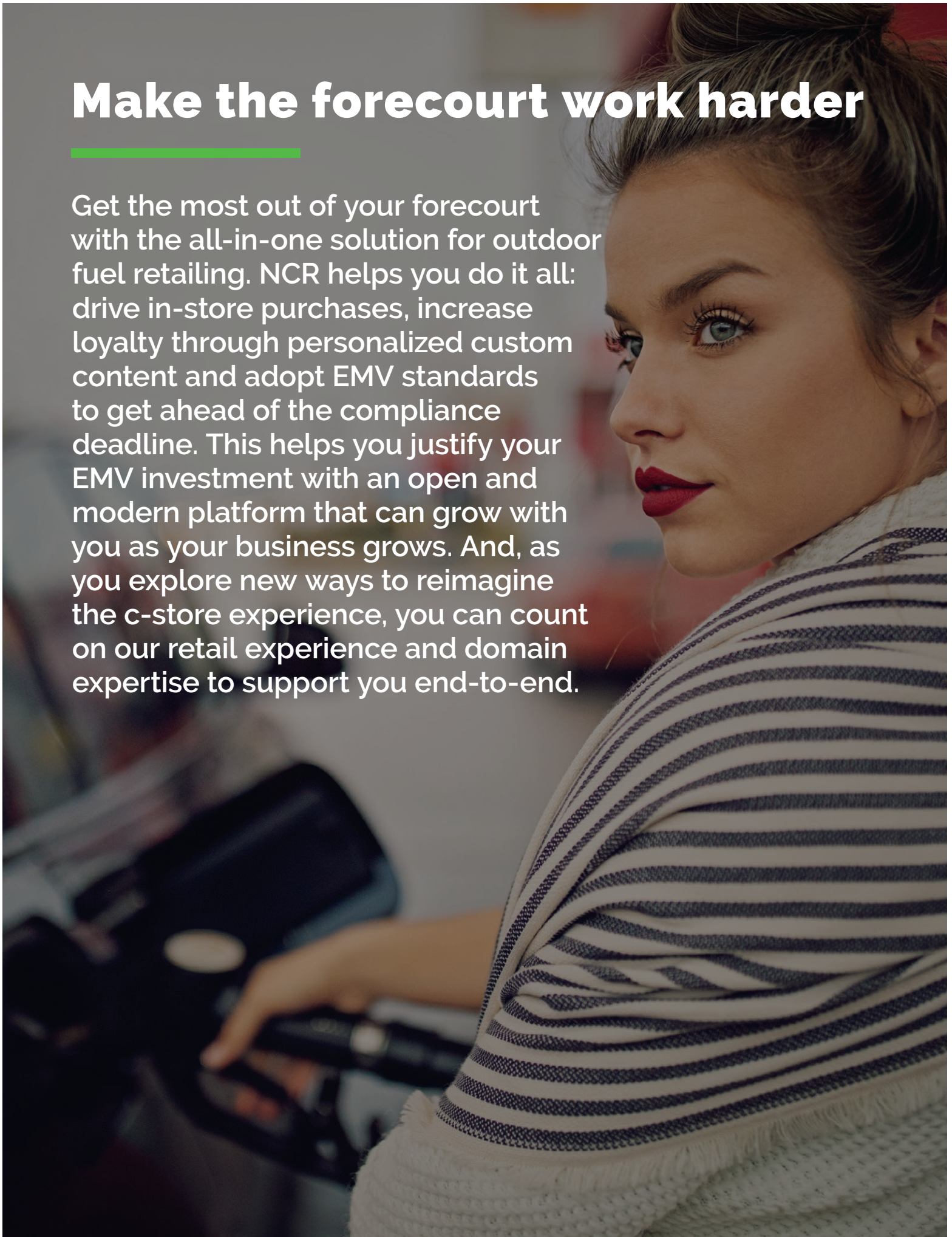
Our hardware design comes with all components sealed and secured, which means you can do your own installations. Once deployed, you can handle all software patches, security updates, deploying new media content or pulling diagnostic remotely, from a single site to all pumps. OPTIC Cloud provides full visibility across all live sites and provides centralized control for remote key injection for any pump. Configurable, real-time alerts provide actionable information, such as device offline or paper outages, and this data is aggregated into performance reports across the estate.

NCR OPTIC Cloud provides superior flexibility to grow over time with a deep catalog of retail APIs. With easy integration to foodservice ordering, loyalty programs, point-of-sale and other systems within your IT ecosystem, it's a great way to bring all aspects of your store to the forecourt. Whether offering time-sensitive coupons for in-store goods to convert more customers, programmatic merchandising to drive sales or connections to third-party services like the carwash or local weather, your options are endless. And, the flexible architecture helps provide future-enabled technology today, so your forecourt investment will be future-proofed for the long haul.



Make the forecourt work harder

Get the most out of your forecourt with the all-in-one solution for outdoor fuel retailing. NCR helps you do it all: drive in-store purchases, increase loyalty through personalized custom content and adopt EMV standards to get ahead of the compliance deadline. This helps you justify your EMV investment with an open and modern platform that can grow with you as your business grows. And, as you explore new ways to reimagine the c-store experience, you can count on our retail experience and domain expertise to support you end-to-end.





Contact us at [NCR.com](https://www.ncr.com) today

Why NCR?

NCR Corporation (NYSE: NCR) is a leading software and services-led enterprise provider in the financial, retail, hospitality, small business and telecom and technology industries. We run key aspects of our clients' business so they can focus on what they do best. NCR is headquartered in Atlanta, GA with 34,000 employees and solutions in 141 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

NCR Corporation
864 Spring St NW
Atlanta, GA 30308