

# FM 27

FULL MULTIMEDIA  
DISPENSING SOLUTIONS

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

## BUSINESS EFFECT

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

## INTERACTION

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

## 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.

## 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.



# 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.



# 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.



## 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



MULTIMEDIA

MULTIMEDIA + OPT

	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"

# BUILT TO PAY FOR ITSELF

TYPICAL, FORSEEN IMPACT OBSERVED ON FORECOURTS ADOPTING FULL-MULTIMEDIA DISPENSERS. SCALABLE AS YOUR NEEDS GROW.

Petrotec Cloud CMS offers the perfect platform for showcasing in-store products, captivating customers' full focus as they refuel.

In contrast to conventional static or looping media, which can be laborious and expensive to update, our cloud-based solution allows for quick uploads, scheduling, and instant deployment in just minutes.

## TECHNICAL SPECIFICATIONS

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



### PRE-PAID SELF-CHECKOUT AT THE PUMP

Drivers pay fuel and C-store items in a single transaction, directly at the dispenser. Cuts kiosk queues at peak hours and extends operating hours without extra staff on the forecourt.

### FLEET & PROFESSIONAL DRIVERS

Fleet-card recognition triggers a tailored interface: pre-authorized limits, odometer prompt, cost-centre selection and digital receipt – no store visit required.

### DRIVE-THROUGH CROSS-SELL

While the tank fills, the 27" screen promotes the coffee-and-pastry bundle or the car-wash combo of the day. One tap adds it to the fuel transaction; the item is collected at the store or car-wash bay.

### LOYALTY-DRIVEN PERSONALISATION

Proximity camera + loyalty ID triggers a personalised greeting, points balance and a targeted offer based on purchase history – turning anonymous refuelling into a recognised relationship.

### EV + FUEL HYBRID SITES

Unified UX across fuel, H2 and EV charging points: same branding, same payment flow, same loyalty rules – reducing customer friction on multi-energy forecourts.

### CONTEXTUAL CONTENT

Real-time weather and traffic data drive contextual campaigns (cold drinks in summer, wiper fluid when rain is forecast, coffee on cold mornings).

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Opening Mobility

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