



## Gilbarco announces new EMV-compliant fuel dispenser payment terminal

**Gilbarco Veeder-Root has announced the launch of FlexPay IV as the next generation of its line of EMV-certified dispenser-based payment terminals.**

The new FlexPay IV, developed in cooperation with payment experts Verifone, will enable gas stations and convenience stores to securely accept EMV payments from consumers at the pump.

Gilbarco's FlexPay IV is aimed at retailers that have to upgrade their fuel dispensers in advance of the October 2017 EMV liability shift. The system also supports NFC, mobile wallets, encryption and 2D barcode scanning, as well as future regulatory changes.

"EMV acceptance at the fuel dispenser is top of mind among gas stations and convenience stores, as the EMV liability shift is less than a year and a half away for this industry," said Jennifer Miles, president of Verifone, North America.

In addition to enabling of payment methods at the pump, FlexPay IV provides gas stations and convenience stores the ability to interact with customers through installed Applause TVs, powered by Pump Media, while they are pumping gas with timely news and entertainment content along with product advertisements.

"FlexPay IV represents unprecedented technology integration from two market leaders, solving retailer challenges regarding payment security, media, and emerging payment technologies," said Steve Moule, President, Gilbarco North America.