

## Digital Signage for Gas Stations



Digital signage can be used effectively in gas stations settings. Using digital signage you may include audio/video commercials, PowerPoint presentations, or other dynamic media solutions to drive customers to a gas station, the convenience store, or car wash.

### News/Weather Report

While people are waiting for their gas tanks to fill up, digital signage can be used display news and weather reports. It's an entertaining way for customers to pass time. You may also display other information, such as trivia to engage and entertain customers while they are pumping gas.

### InfoCell Technology

Customers can use web-enabled cellular devices to interact with the signage. This includes information such as driving directions, addresses, digital coupons, trivia games, and other interactive activities you can use while on the road.

### Coupons/Discounts

Display QR codes on your digital signage monitor. By using a QR code, customers can gain access to coupons and other discounts. Inform customers at the pump with offers, such as a free car wash or a discount on food combinations.

### Pump Top Kiosks

Pump top kiosks are small sized monitors that can be found on top of the gas pumps. The kiosks are double sided, require low maintenance and are energy efficient. Display information for long duration periods all day, every day.

### General Information

Post general information on convenience store hours and prices for the car wash. Providing information on digital signage displays can be very effective in notifying customers while they pumping gas.

## Cost-Effective

There are multiple cost-effective solutions for using digital signage. Digital signage takes up very little energy and displays can last for a long period of time. Pump top kiosks do not require you to print out and waste any paper. Instead, all forms of advertisement and other information can be placed on digital signage displays, cutting down on the cost of printing out paper.

## Advertisements

Sell advertising space on digital signage displays. Allow local businesses to take advantage of space on your digital signage by allowing for them promote their products. Giving up advertising space will also build more revenue and help recoup costs overtime.