

Plenty of options at high-tech gas pump

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A futuristic gas pump on display in Las Vegas offers motorists a dizzying array of high-tech options beyond merely filling up the tank.

Dresser Wayne's Ovation iX gas pump offers customers the chance to check traffic reports, buy lottery tickets and even download a new MP3 or two to pass the time during their journey.

The Ovation is the product of the Windows Embedded Partner Program and features the iX Technology Platform, which Dresser described as "the only open architecture solution in the retail fuel dispensing industry."

"The future of the fueling industry will most likely be dictated by the concepts surrounding retailing," remarked Dresser President Neil Thomas. "Every day, millions of Americans spend five minutes filling their tanks. If we can make those five minutes their most productive of the day, we not only add significant value to the consumer experience, we also help fuel retailers maximize the return on their technological investment."

Even customers who want to stick to gasoline will spend a few moments viewing site-specific commercials on a 10-inch color screen fitted into the pump of the future.

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