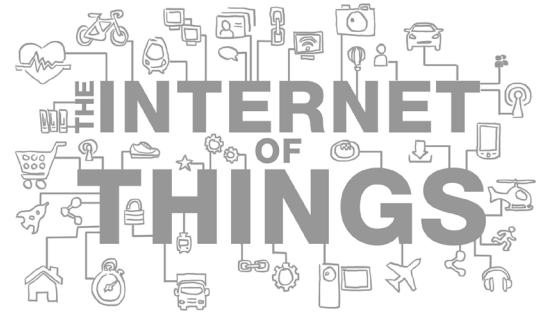
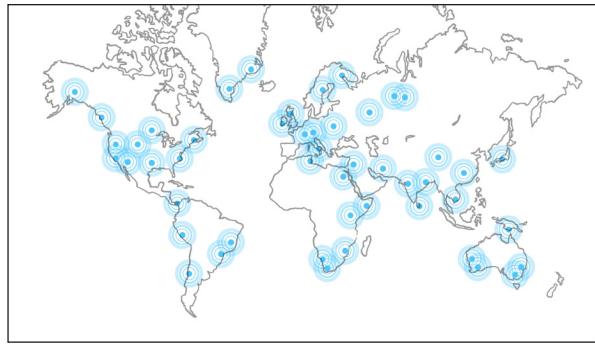




1. Voice Over
[Intro]



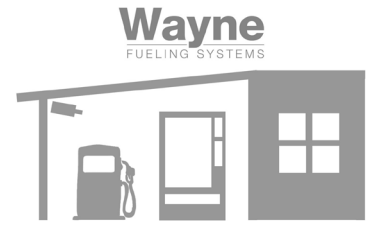
2. Voice Over
This is a story about the internet of things.



3. Voice Over
But not the internet of things that will have 15 billion connected devices by 2015 . . .



4. Voice Over
and 40 billion by 2020.



5. Voice Over
It's the story about Wayne Fueling's own internet of things.

1. Visuals
[Intro]

2. Visuals
Text animates onto screen, a grid of icons grow out of the text.

3. Visuals
Icons and text transitions out and a world map folds out with radiating dots appearing all over it.

4. Visuals
Radiating dots continue to populate the entire map, then pause.

5. Visuals
Zoom into map to isolated view of one-stop fuel market.

Wayne
FUELING SYSTEMS

024,714,052

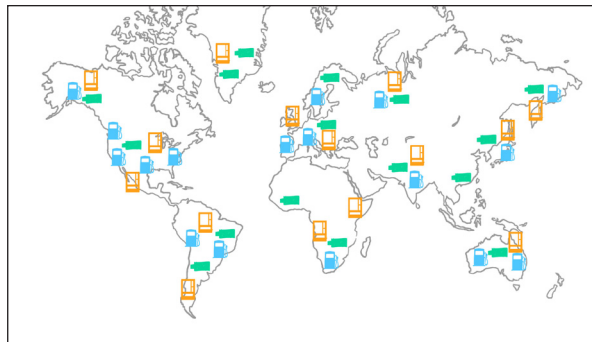
6. Voice Over
I'm sure you've heard of the retail fuel giant—where 25 million customers make a transaction on a Wayne Fueling dispenser every 24 hours.



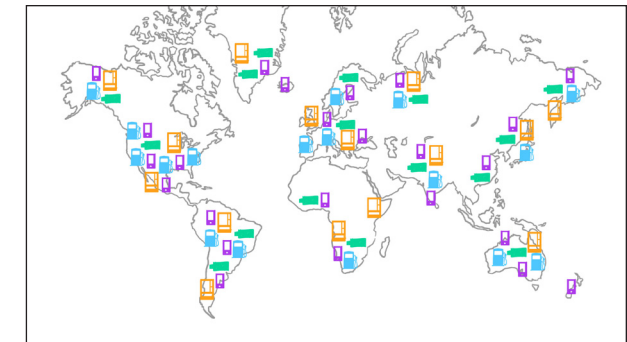
7. Voice Over
The company oversees more than 600,000 fuel pumps around the world.



8. Voice Over
Plus countless vending machines, closed circuit cameras, industrial controllers, and digital signs.



9. Voice Over
These are some of the things, that make up the Wayne Fueling internet of things.



10. Voice Over
Along with consumer smartphones and partner technologies.

6. Visuals
Isolate on logo, then shift focus to fuel pump and clock with numbers under pump increasing while clock turns.

7. Visuals
Map folds back in, the pump scales down into place on the map and the map is populated with more pumps.

8. Visuals
Images of vending machines, cameras, etc now populate the map.

9. Visuals
Continue to populate map...

10. Visuals
Once map is full, then pause.



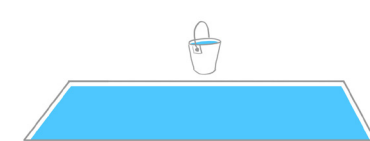
11. Voice Over
The real challenge is getting them all to talk.



12. Voice Over
And creating a common language across software and servers...



13. Voice Over
...so Wayne Fueling can better connect with consumers, improve efficiency and keep data secure and hackers out.



14. Voice Over
Without a proven way to connect devices to faster servers it's like having a one-gallon bucket to hold one thousand gallons of data.

Intel® Mashery™ API Management Service



15. Voice Over
That's where Intel Mashery API Management Service—and the cloud—come in.

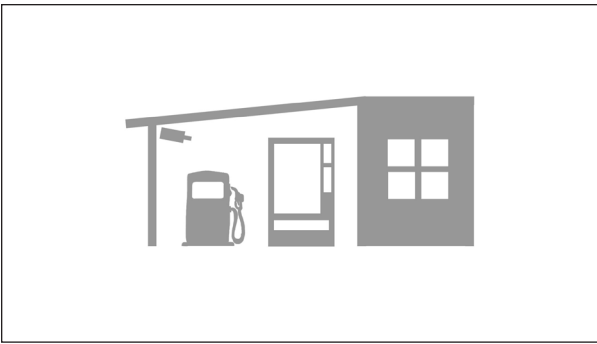
11. Visuals
Map transitions away and one of each device remains on screen, different color wireless signals emanating from each one.

12. Visuals
The wireless signals begin to change color on each device...

13. Visuals
The wireless signals change color on each device until they are all the same, each with a shield icon overlay.

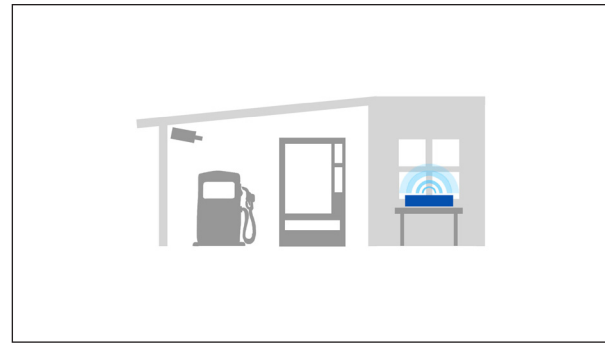
14. Visuals
Devices animate off screen. A bucket pops up; zooms out where it's deluged by a waterfall of hieroglyphics/dingbats to illustrate the dramatic disconnect without a common language.

15. Visuals
Hieroglyphics from pool animate up into cloud of ones and zeros (to communicate the common language). "Intel Mashery API Management" appears over the cloud.



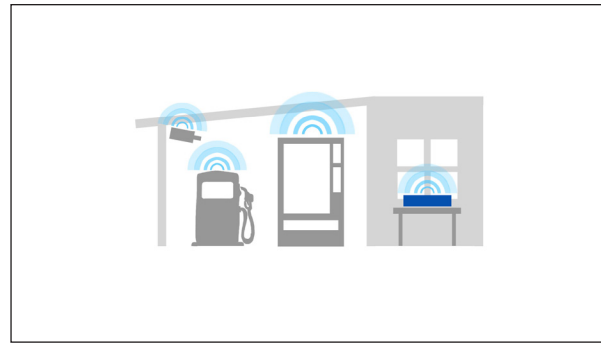
16. Voice Over

Here's one example of how it works.



17. Voice Over

The Intel Atom Processor inside Wayne Fueling's on-site computer—called the Fusion



18. Voice Over

—the retailer is able to accommodate and communicate with all sorts of devices, make transactions, and secure data.



19. Voice Over

And then utilize the data to operate more profitably and in ways that are pleasing to consumers.



20. Voice Over

Intel Mashery API Services create the common language, provides the interface, and leverages the cloud.

16. Visuals

Cloud transitions off screen and fueling station reappears.

17. Visuals

We see an overlay of the computer appear at the fueling station with radiating signal.

18. Visuals

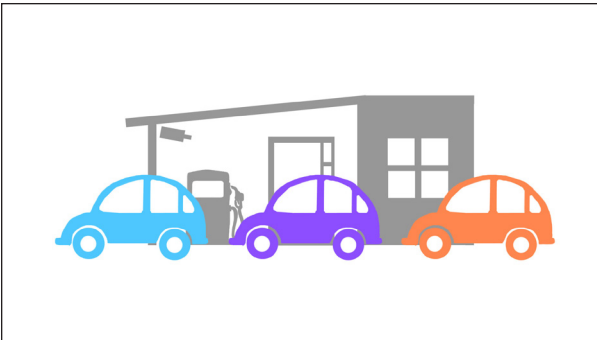
Various devices begin to radiate the same color signal.

19. Visuals

Zoom in to see customer in line with drink/food with a smile on their face.

20. Visuals

Isolated view of Fusion with radiating signal, then POS screen with data flowing up to the cloud.



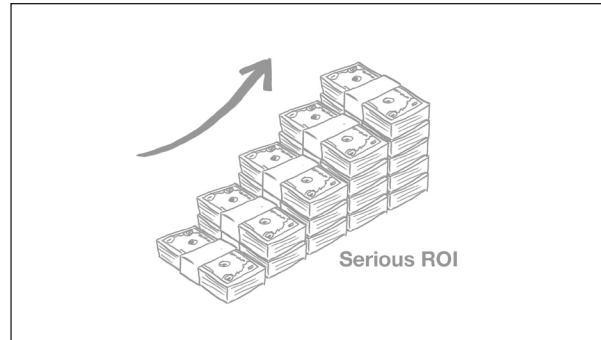
21. Voice Over

Altogether, Wayne Fueling is reducing the time and expense to service its sites.



22. Voice Over

While helping retailers put down tracks to elevate every customer experience.



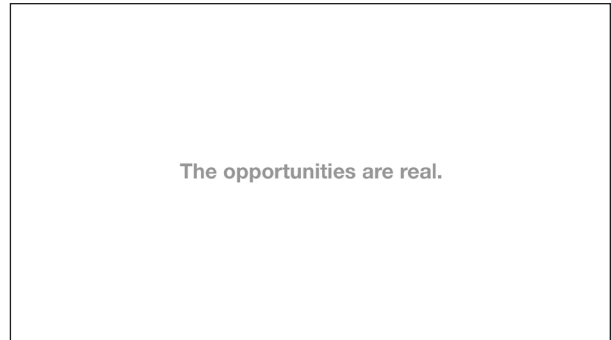
23. Voice Over

Wayne Fueling expects to save fifteen million dollars after its first year of implementation.



24. Voice Over

With everything connecting and moving in the same direction, Wayne Fueling is taking Big Data to drive customer loyalty and maximize every sale.



25. Voice Over

The opportunities are real.

21. Visuals

Fueling station reappears, we see a line of cars going through the station.

22. Visuals

Zoom back in to see that happy customer again.

23. Visuals

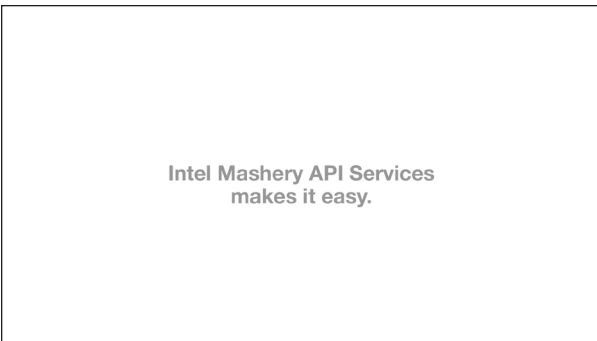
Money stacking up like a chart/graph, the word "Serious ROI" appear onscreen.

24. Visuals

Zoom back out to fueling station, everything running smoothly.

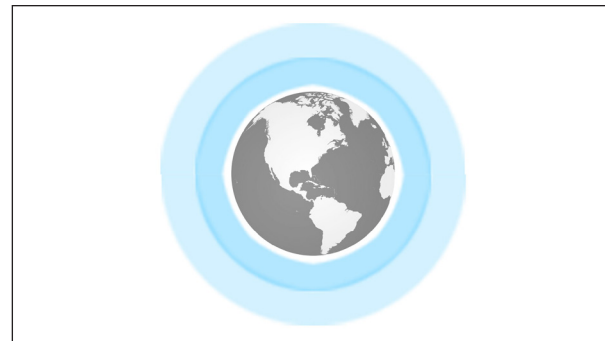
25. Visuals

Text on screen.



26. Voice Over

Intel Mashery API Services makes it easy.



27. Voice Over

When you think of the many applications for devices with Intel inside, the potential to do more is . . . unlimited.



28. Voice Over

[Outro]



29. Voice Over



30. Voice Over

26. Visuals

Text on screen.

27. Visuals

World map reappears, this time as a rotating globe with the same radiating signal.

28. Visuals

[Outro]

29. Visuals

30. Visuals