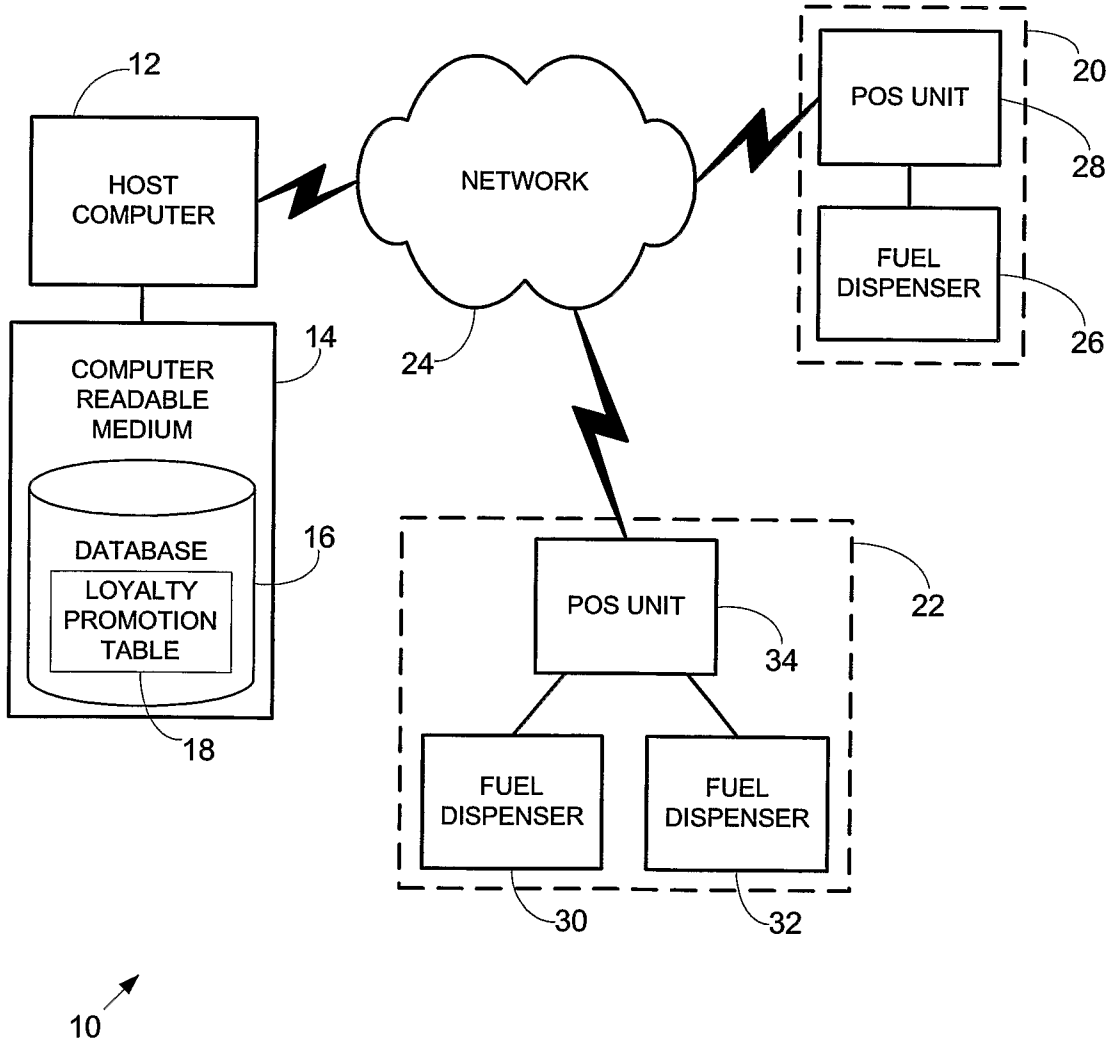
FIG. 1


12
HOST COMPUTER
NETWORK
20
POS UNIT
28
FUEL DISPENSER
26
24
14
COMPUTER READABLE MEDIUM
DATABASE
LOYALTY PROMOTION TABLE
16
18
22
POS UNIT
34
FUEL DISPENSER
FUEL DISPENSER
30
32
10

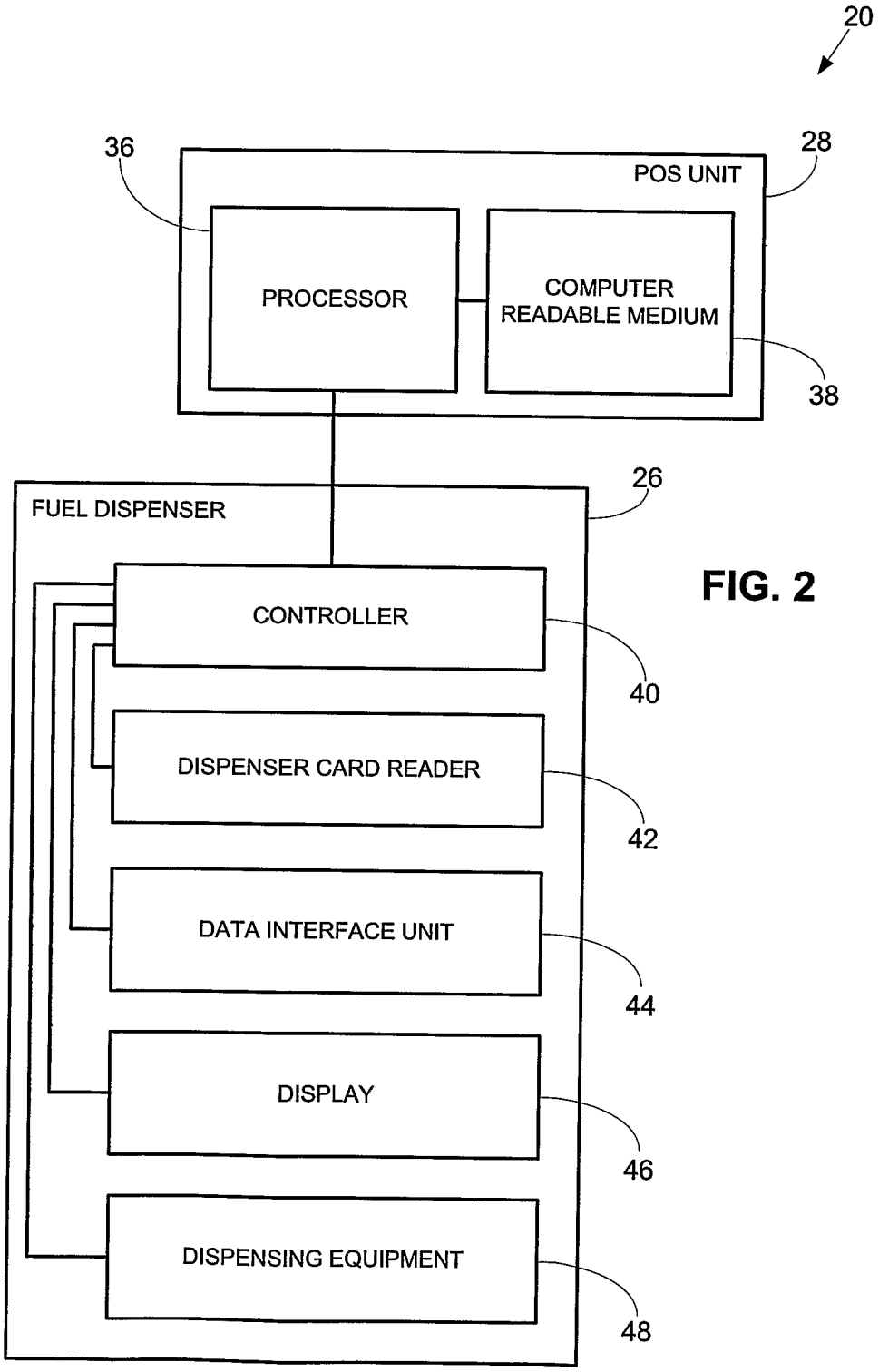

20
36
28
POS UNIT
PROCESSOR
COMPUTER READABLE MEDIUM
38
26
FUEL DISPENSER
CONTROLLER
40
DISPENSER CARD READER
42
DATA INTERFACE UNIT
44
DISPLAY
46
DISPENSING EQUIPMENT
48

FIG. 2

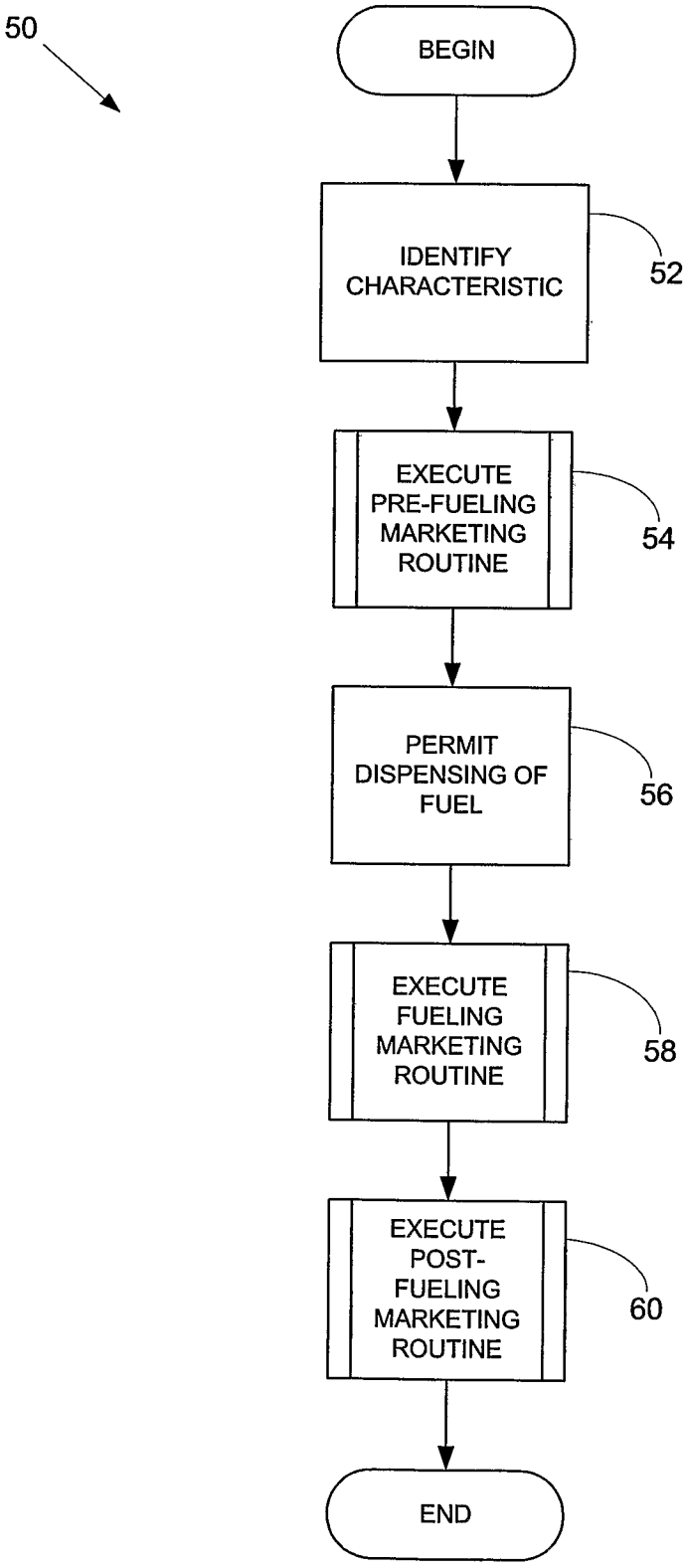

50
BEGIN
IDENTIFY CHARACTERISTIC
52
EXECUTE PRE-FUELING MARKETING ROUTINE
54
PERMIT DISPENSING OF FUEL
56
EXECUTE FUELING MARKETING ROUTINE
58
EXECUTE POST-FUELING MARKETING ROUTINE
60
END

FIG. 3

FIG. 4

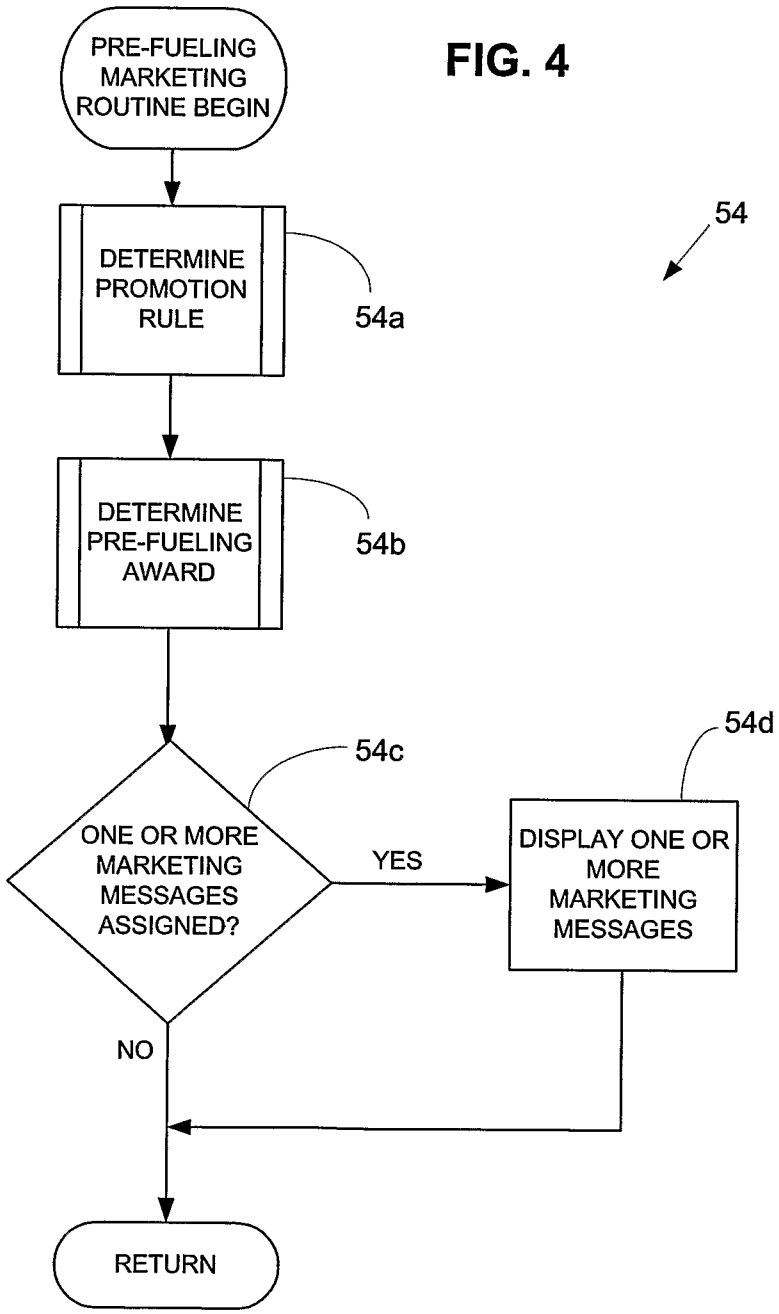

PRE-FUELING MARKETING ROUTINE BEGIN
DETERMINE PROMOTION RULE
54a
54
DETERMINE PRE-FUELING AWARD
54b
ONE OR MORE MARKETING MESSAGES ASSIGNED?
54c
YES
DISPLAY ONE OR MORE MARKETING MESSAGES
54d
NO
RETURN

FIG. 5A

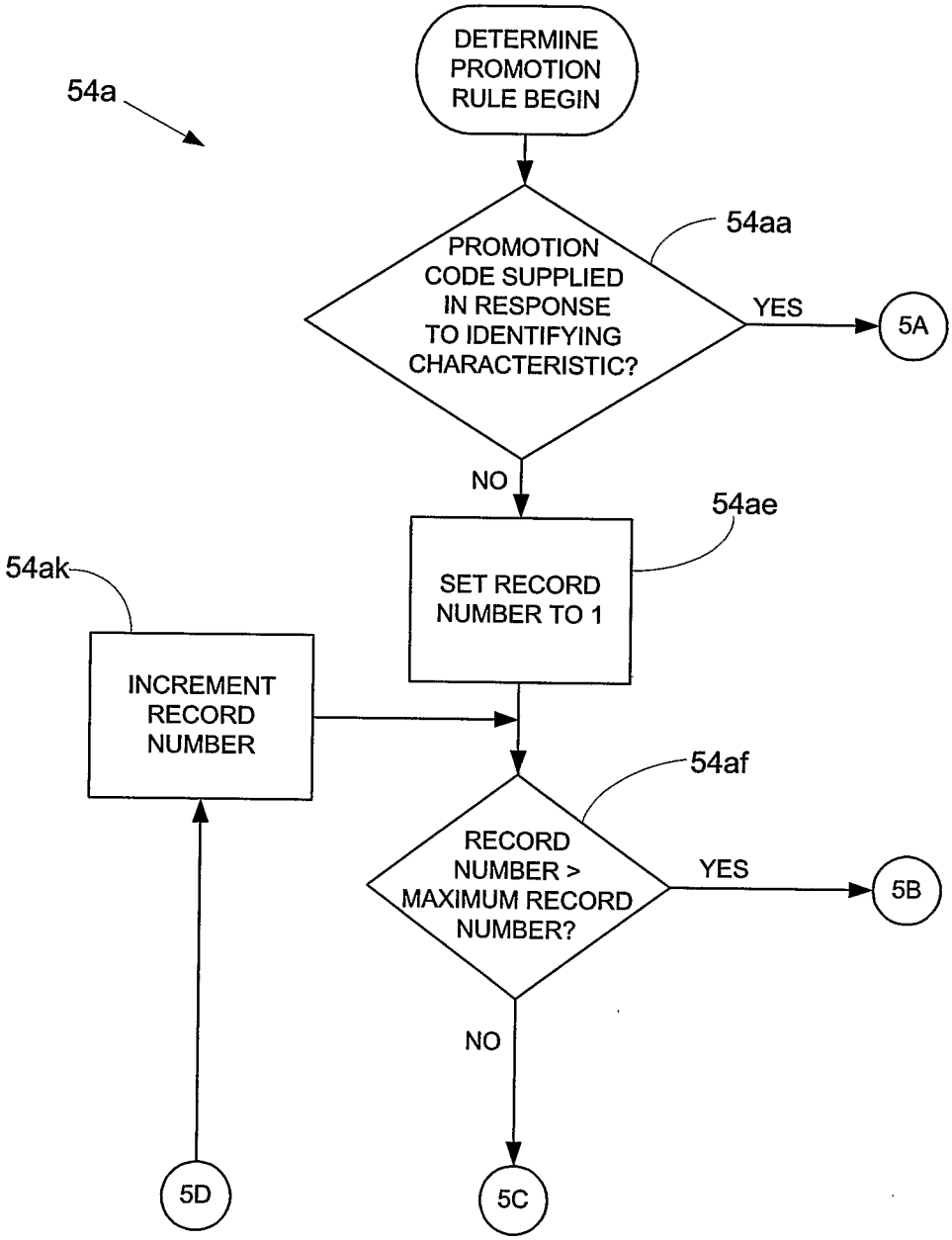

54a
DETERMINE PROMOTION RULE BEGIN
54aa
PROMOTION CODE SUPPLIED IN RESPONSE TO IDENTIFYING CHARACTERISTIC?
YES
5A
NO
54ae
SET RECORD NUMBER TO 1
54ak
INCREMENT RECORD NUMBER
54af
RECORD NUMBER > MAXIMUM RECORD NUMBER?
YES
5B
NO
5D
5C

FIG. 5B

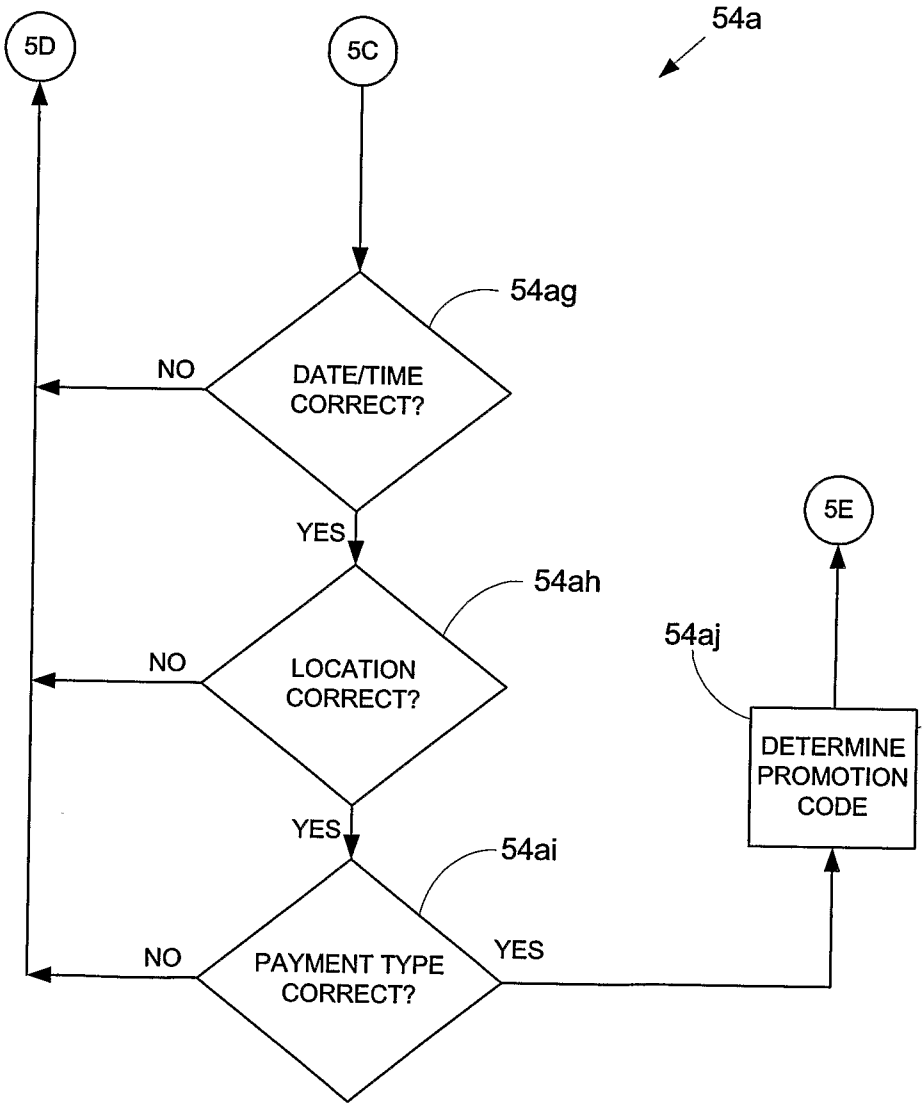

5D
5C
54a
54ag
NO
DATE/TIME CORRECT?
YES
54ah
NO
LOCATION CORRECT?
YES
54ai
NO
PAYMENT TYPE CORRECT?
YES
5E
54aj
DETERMINE PROMOTION CODE

FIG. 5C

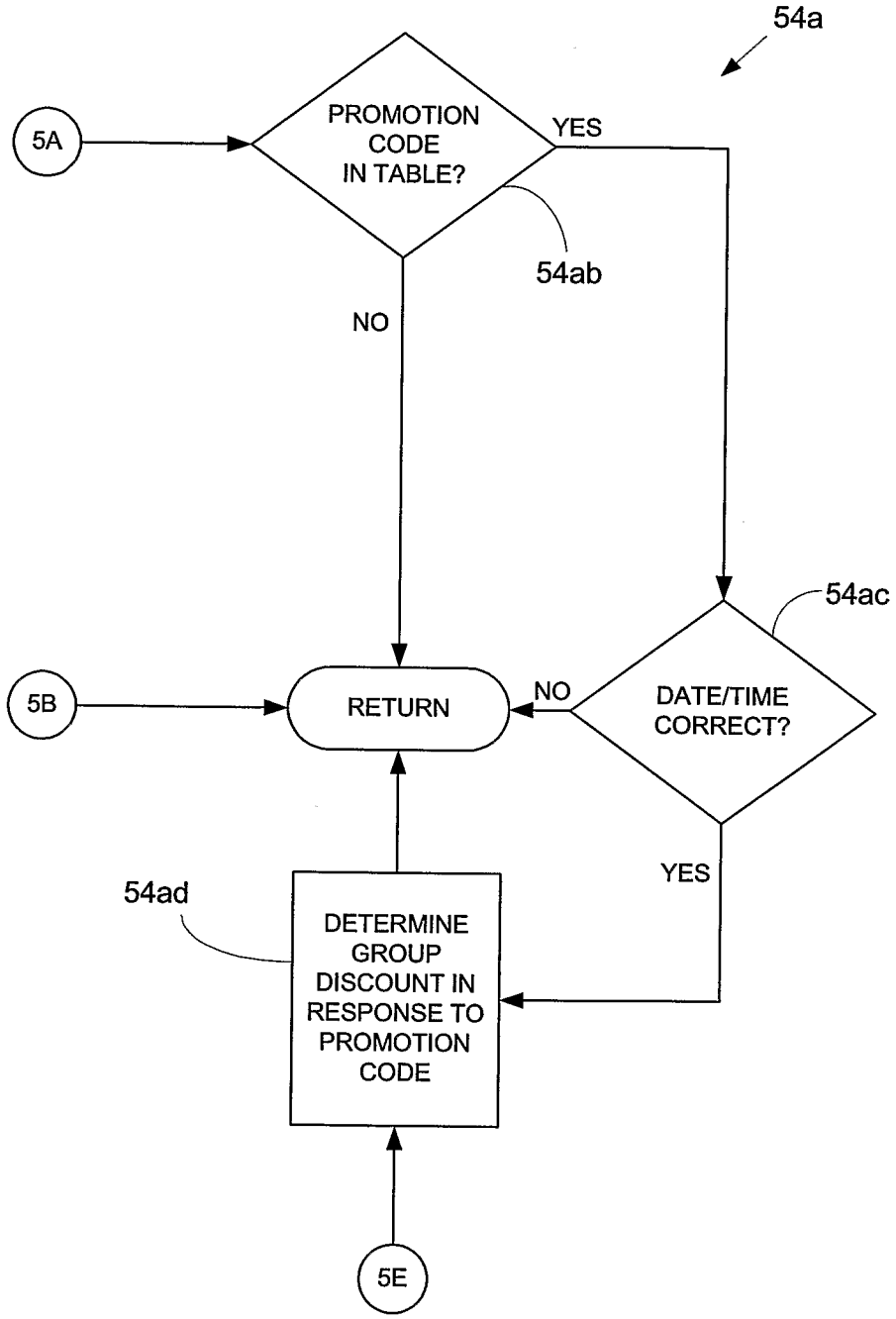

54a
5A
PROMOTION CODE IN TABLE?
YES
54ab
NO
54ac
5B
RETURN
NO
DATE/TIME CORRECT?
YES
54ad
DETERMINE GROUP DISCOUNT IN RESPONSE TO PROMOTION CODE
5E

FIG. 6A

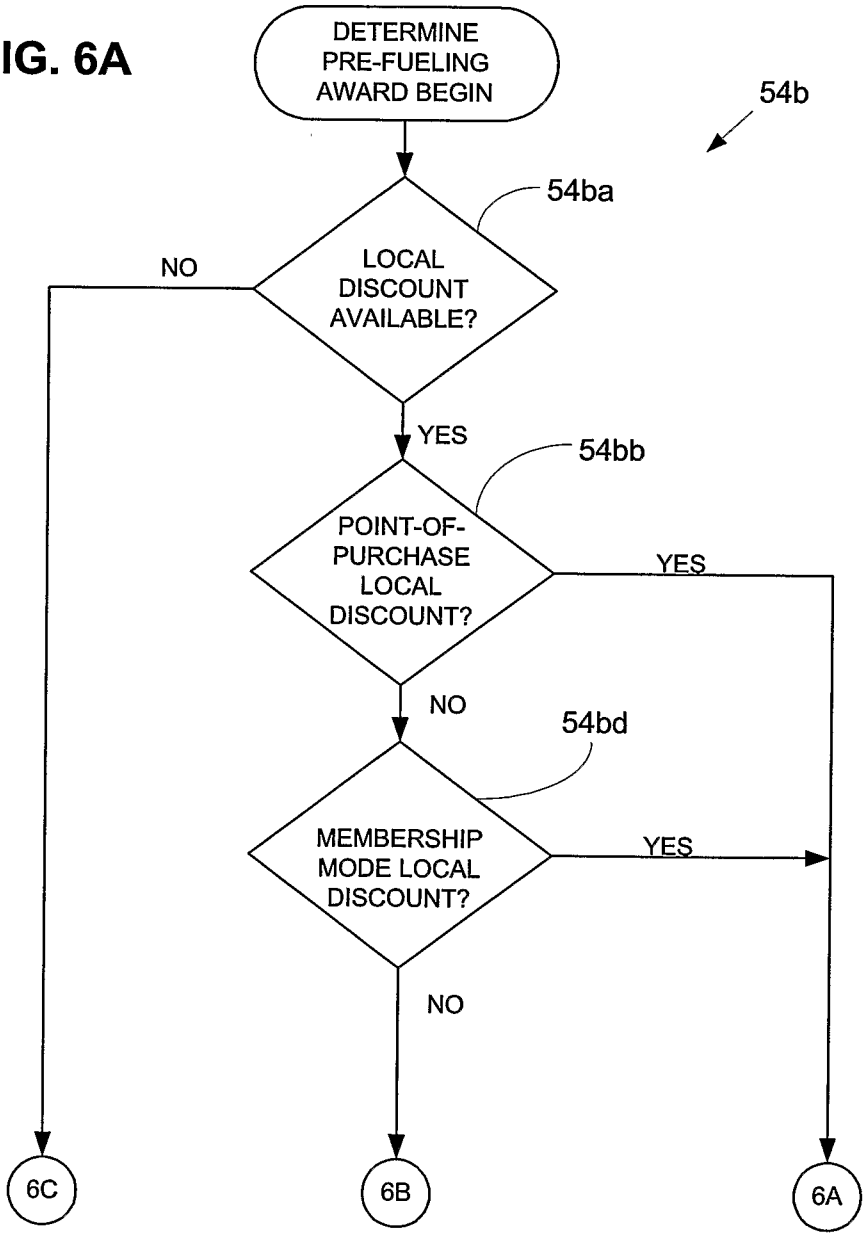
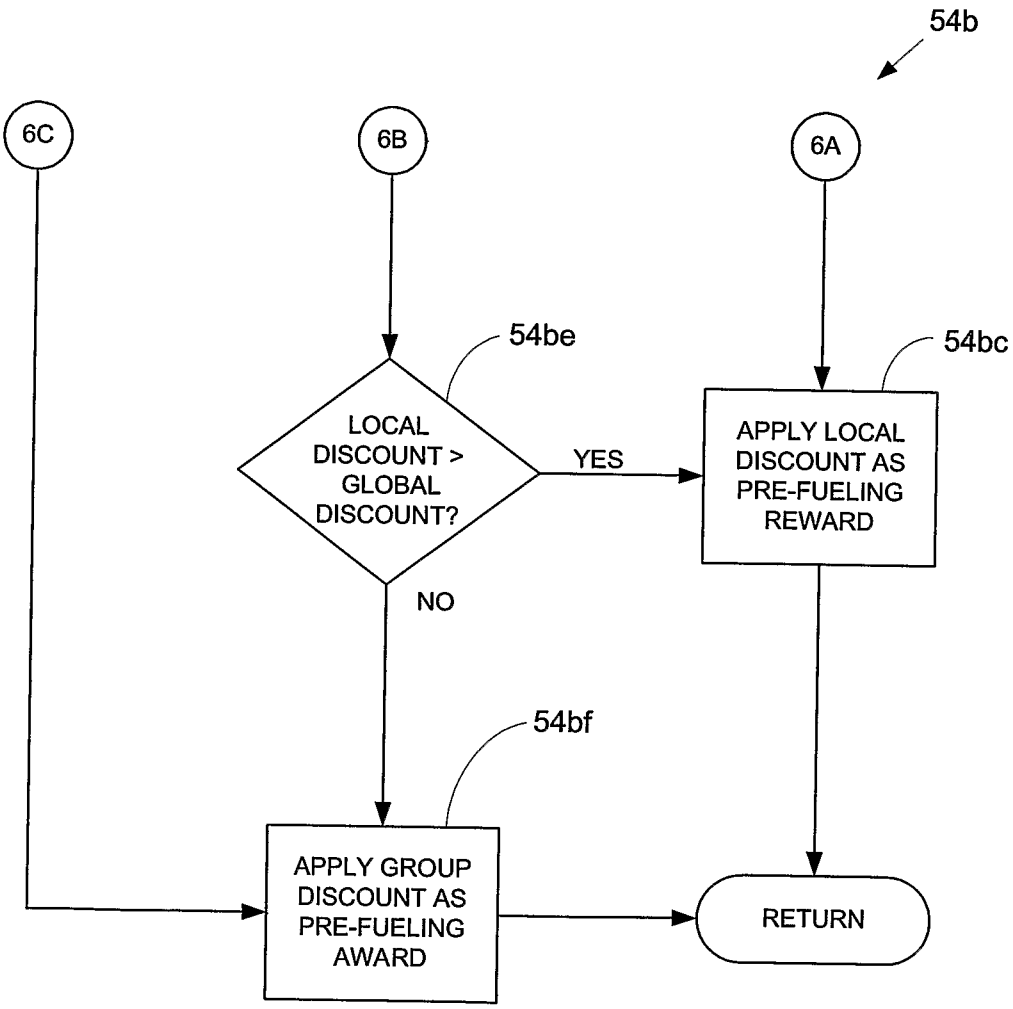

DETERMINE PRE-FUELING AWARD BEGIN
54b
54ba
LOCAL DISCOUNT AVAILABLE?
NO
YES
54bb
POINT-OF-PURCHASE LOCAL DISCOUNT?
YES
NO
54bd
MEMBERSHIP MODE LOCAL DISCOUNT?
YES
NO
6C
6B
6A

FIG. 6B


54b
6C
6B
6A
54be
54bc
LOCAL DISCOUNT > GLOBAL DISCOUNT?
YES
APPLY LOCAL DISCOUNT AS PRE-FUELING REWARD
NO
54bf
APPLY GROUP DISCOUNT AS PRE-FUELING AWARD
RETURN

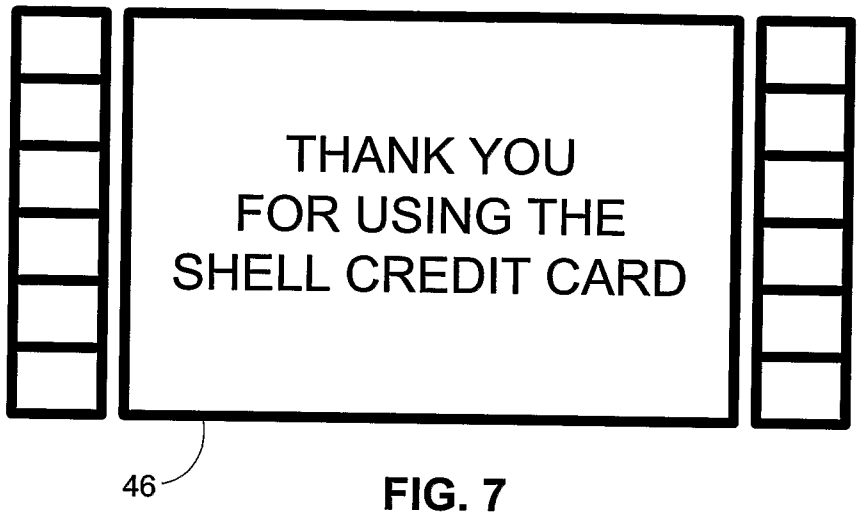

THANK YOU
FOR USING THE
SHELL CREDIT CARD
46

FIG. 7

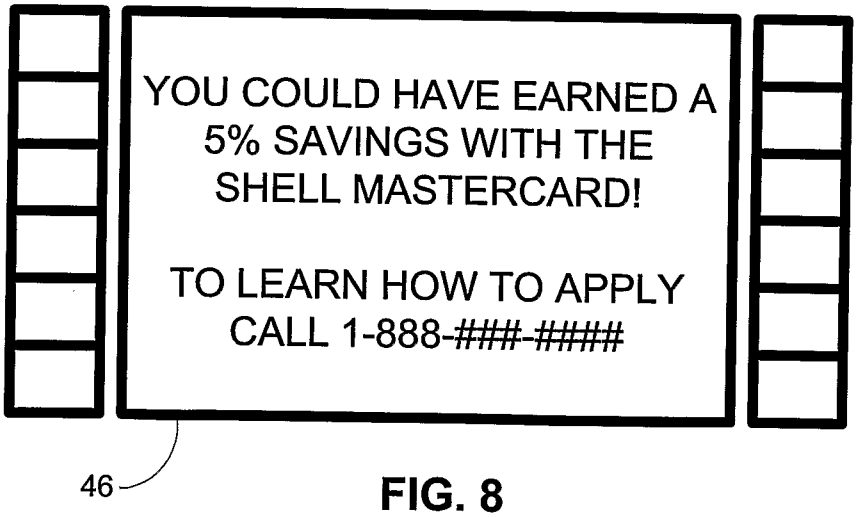
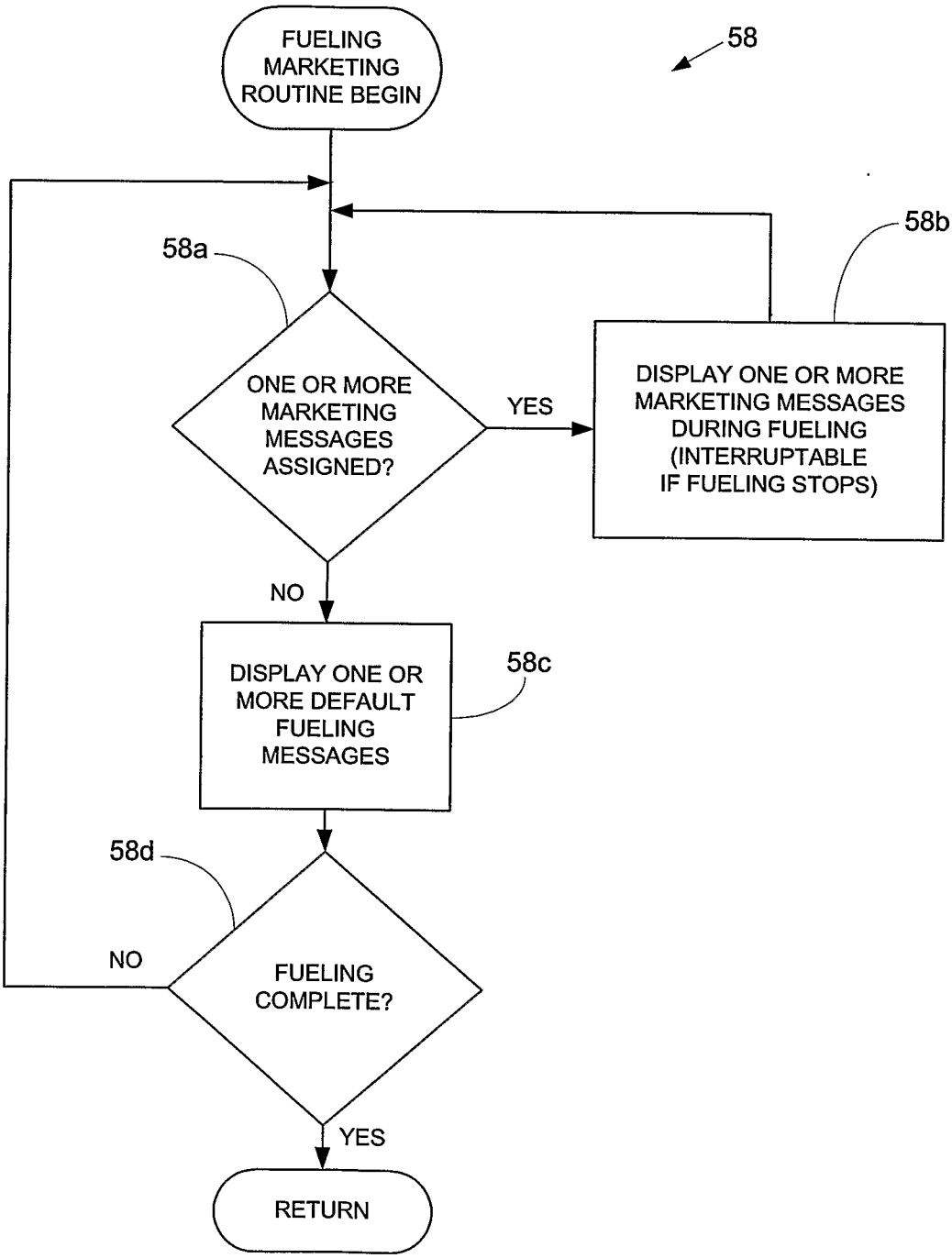

YOU COULD HAVE EARNED A
5% SAVINGS WITH THE
SHELL MASTERCARD!
TO LEARN HOW TO APPLY
CALL 1-888-###-#####
46

FIG. 8

FIG. 9


FUELING MARKETING ROUTINE BEGIN
58
58a
58b
ONE OR MORE MARKETING MESSAGES ASSIGNED?
YES
DISPLAY ONE OR MORE MARKETING MESSAGES DURING FUELING (INTERRUPTABLE IF FUELING STOPS)
NO
DISPLAY ONE OR MORE DEFAULT FUELING MESSAGES
58c
58d
NO
FUELING COMPLETE?
YES
RETURN

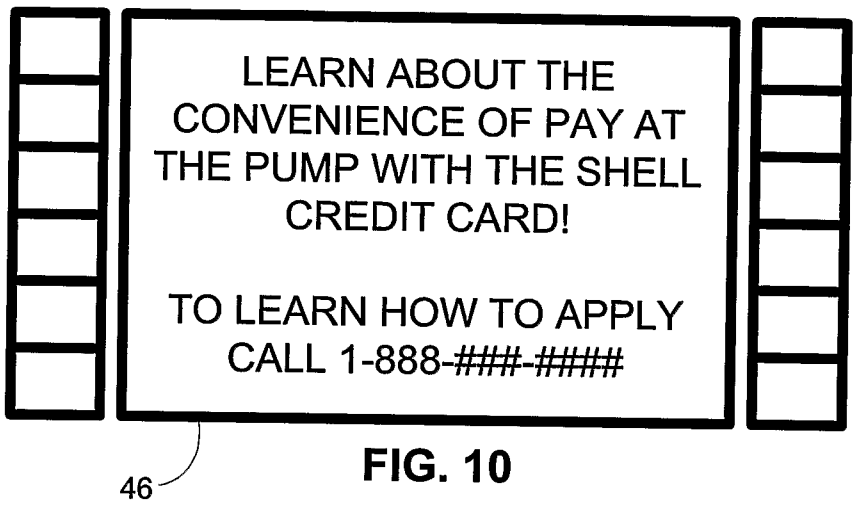

LEARN ABOUT THE CONVENIENCE OF PAY AT THE PUMP WITH THE SHELL CREDIT CARD!
TO LEARN HOW TO APPLY CALL 1-888-###-#####
46

FIG. 10

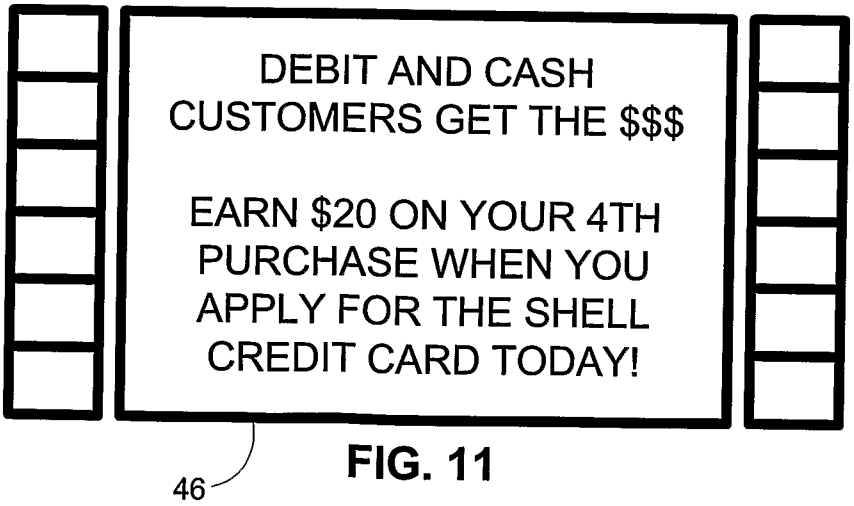

DEBIT AND CASH CUSTOMERS GET THE $$$
EARN $20 ON YOUR 4TH PURCHASE WHEN YOU APPLY FOR THE SHELL CREDIT CARD TODAY!
46

FIG. 11

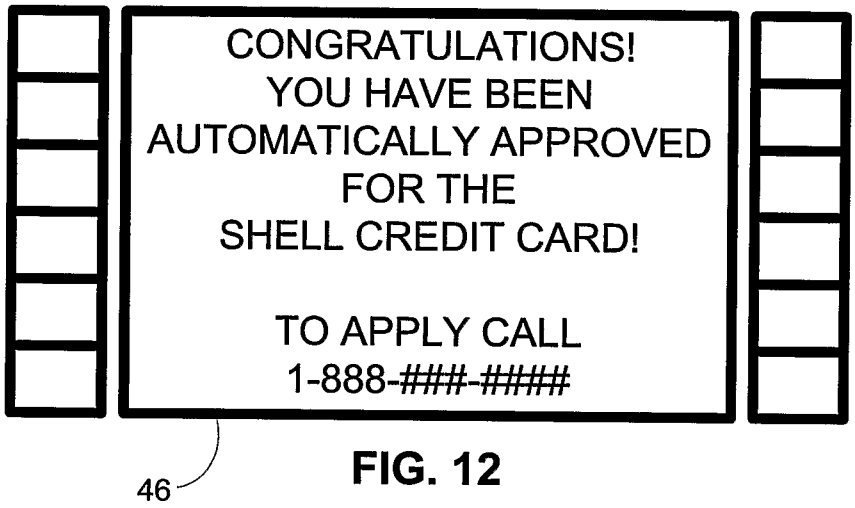

CONGRATULATIONS!
YOU HAVE BEEN
AUTOMATICALLY APPROVED
FOR THE
SHELL CREDIT CARD!
TO APPLY CALL
1-888-###-####
46

FIG. 12

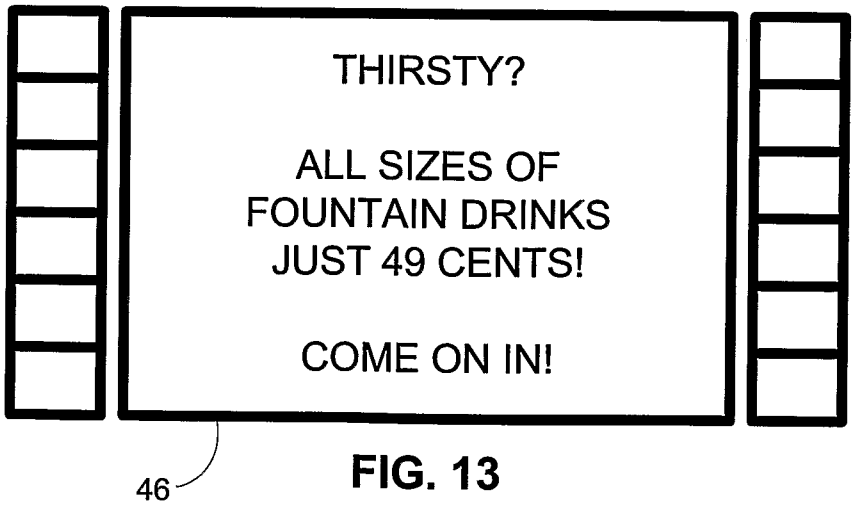

THIRSTY?
ALL SIZES OF
FOUNTAIN DRINKS
JUST 49 CENTS!
COME ON IN!
46

FIG. 13

FIG. 14A

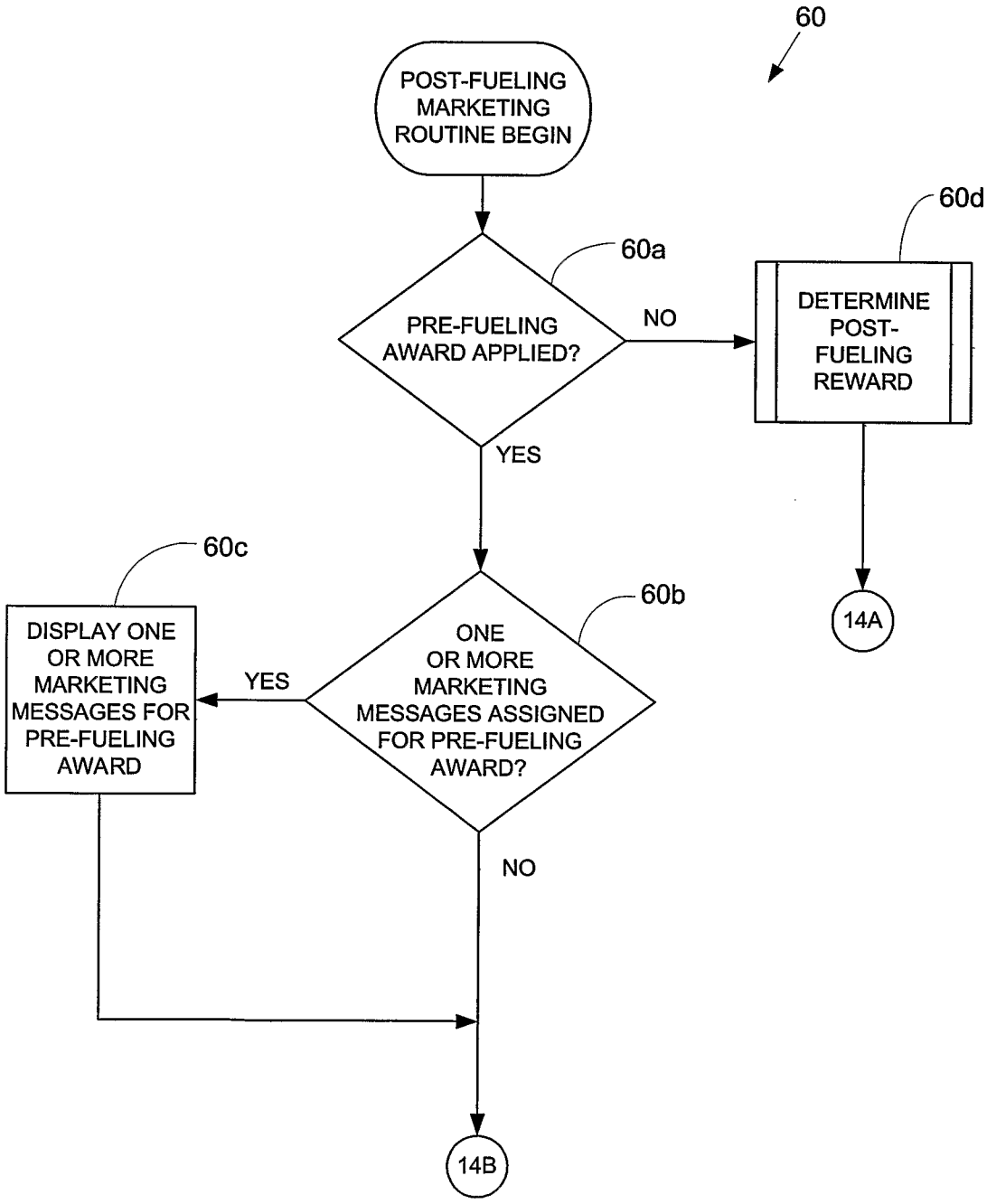
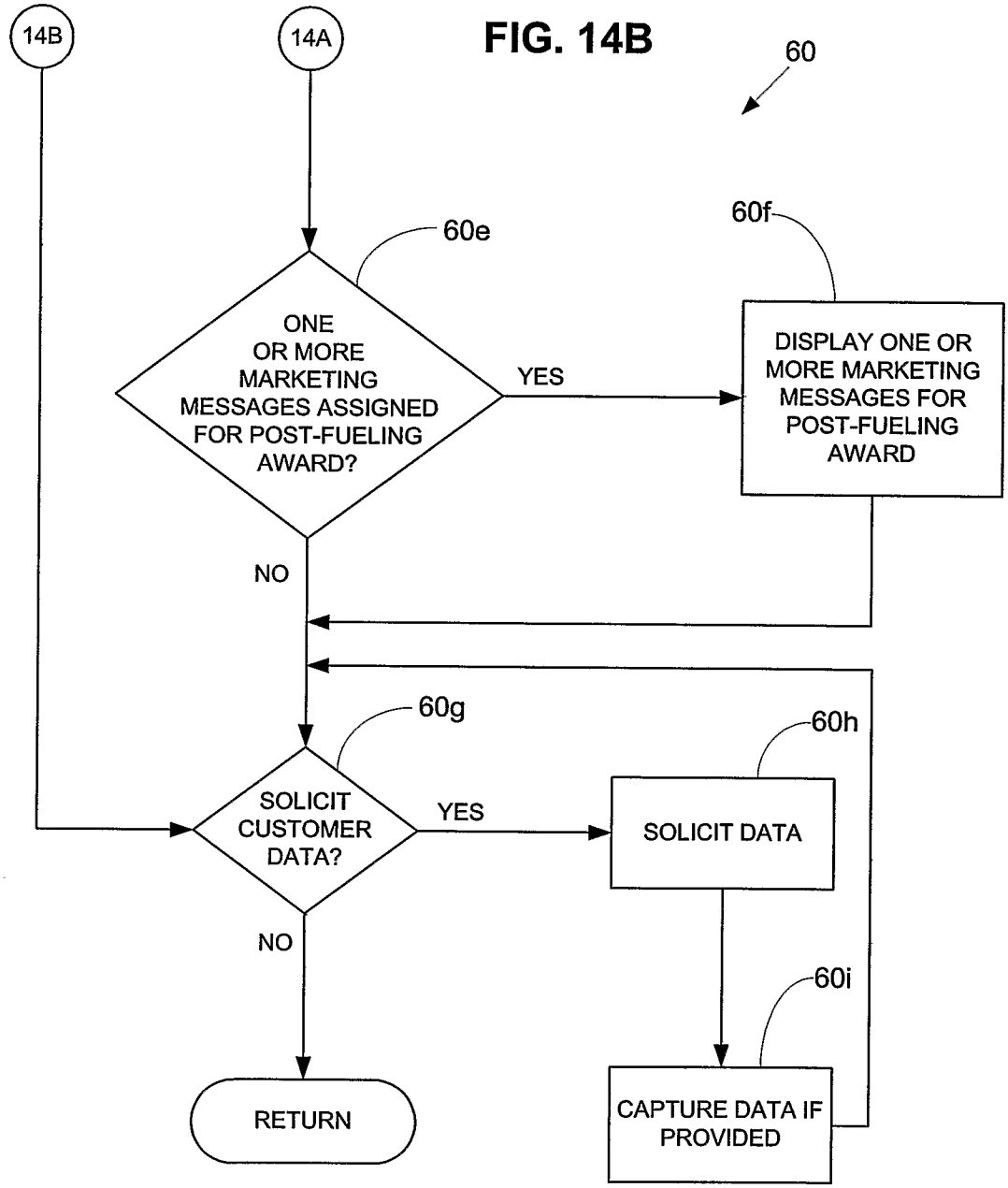

60
POST-FUELING MARKETING ROUTINE BEGIN
60a
PRE-FUELING AWARD APPLIED?
NO
60d
DETERMINE POST-FUELING REWARD
YES
14A
60c
DISPLAY ONE OR MORE MARKETING MESSAGES FOR PRE-FUELING AWARD
YES
60b
ONE OR MORE MARKETING MESSAGES ASSIGNED FOR PRE-FUELING AWARD?
NO
14B

FIG. 14B


14B
14A
60
60e
60f
ONE OR MORE MARKETING MESSAGES ASSIGNED FOR POST-FUELING AWARD?
YES
DISPLAY ONE OR MORE MARKETING MESSAGES FOR POST-FUELING AWARD
NO
60g
60h
SOLICIT CUSTOMER DATA?
YES
SOLICIT DATA
NO
60i
RETURN
CAPTURE DATA IF PROVIDED

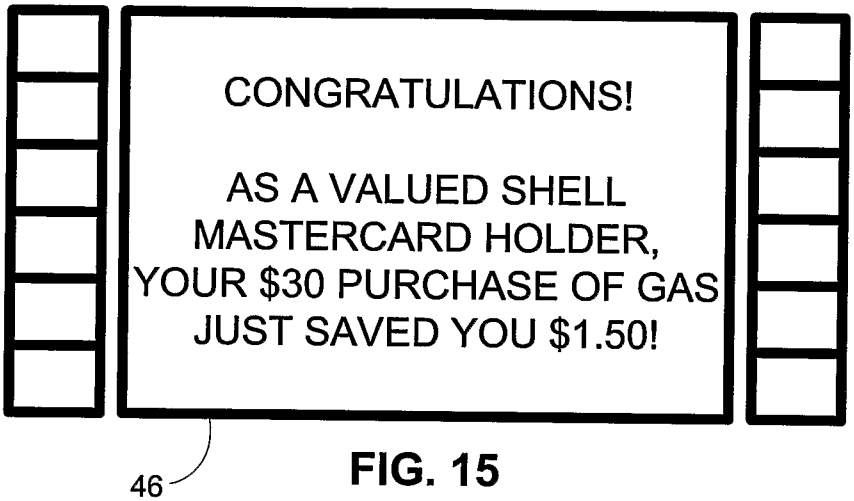

CONGRATULATIONS!
AS A VALUED SHELL MASTERCARD HOLDER, YOUR $30 PURCHASE OF GAS JUST SAVED YOU $1.50!
46

FIG. 15

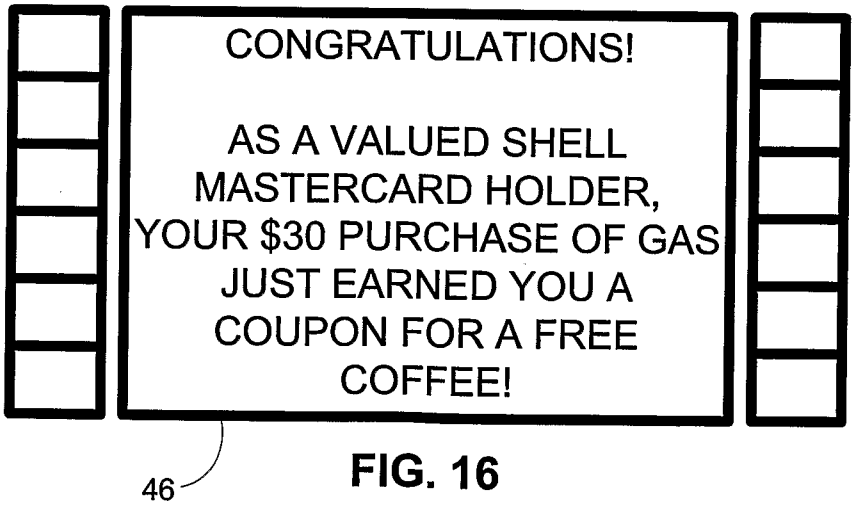

CONGRATULATIONS!
AS A VALUED SHELL MASTERCARD HOLDER, YOUR $30 PURCHASE OF GAS JUST EARNED YOU A COUPON FOR A FREE COFFEE!
46

FIG. 16

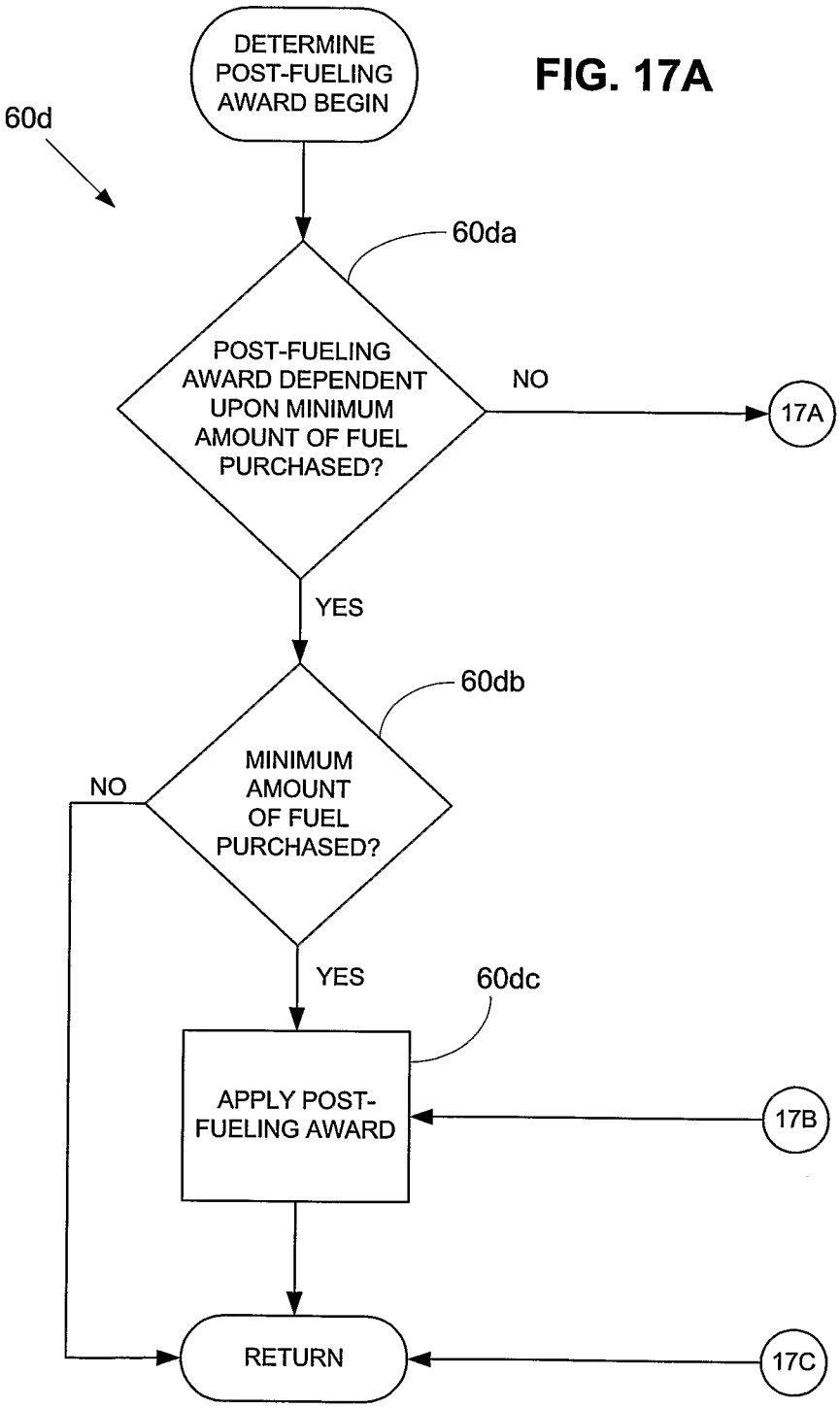
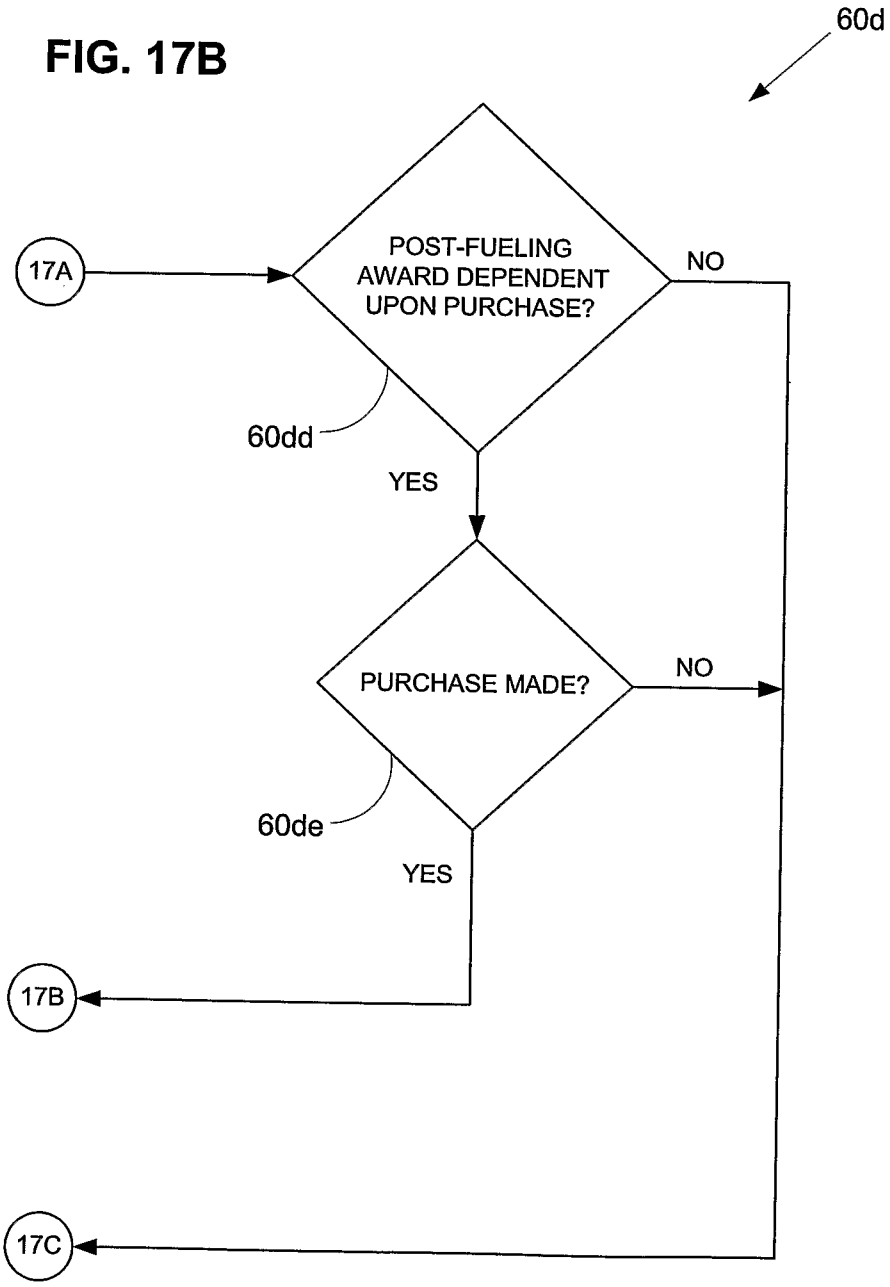

DETERMINE POST-FUELING AWARD BEGIN
60d
60da
POST-FUELING AWARD DEPENDENT UPON MINIMUM AMOUNT OF FUEL PURCHASED?
NO
17A
YES
60db
MINIMUM AMOUNT OF FUEL PURCHASED?
NO
YES
60dc
APPLY POST-FUELING AWARD
17B
RETURN
17C

FIG. 17A

FIG. 17B


60d
17A
POST-FUELING AWARD DEPENDENT UPON PURCHASE?
NO
60dd
YES
PURCHASE MADE?
NO
60de
YES
17B
17C

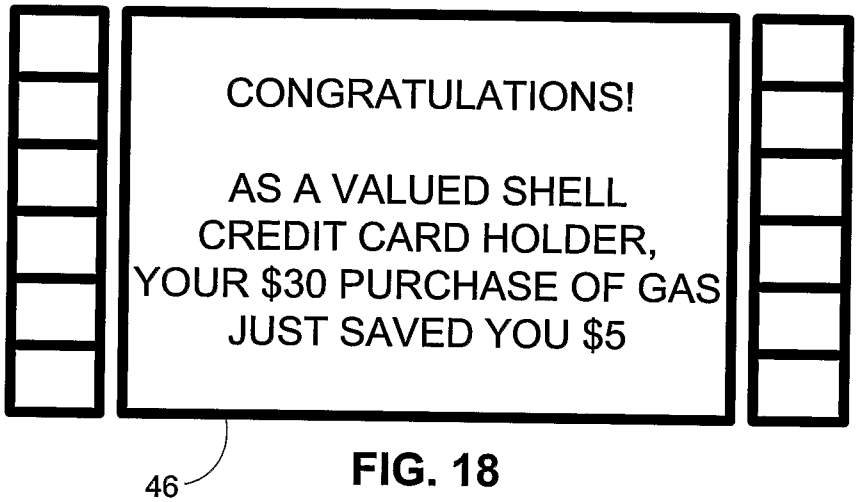

CONGRATULATIONS!
AS A VALUED SHELL CREDIT CARD HOLDER, YOUR $30 PURCHASE OF GAS JUST SAVED YOU $5
46

FIG. 18

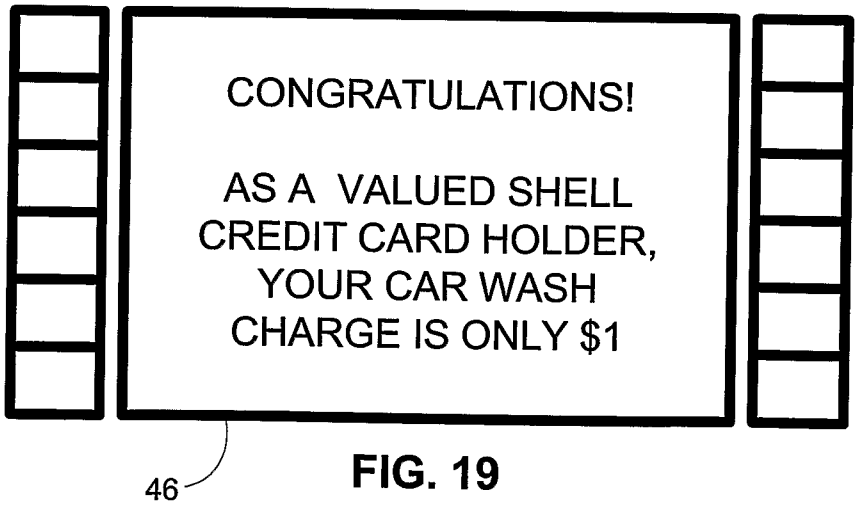

CONGRATULATIONS!
AS A VALUED SHELL CREDIT CARD HOLDER, YOUR CAR WASH CHARGE IS ONLY $1
46

FIG. 19

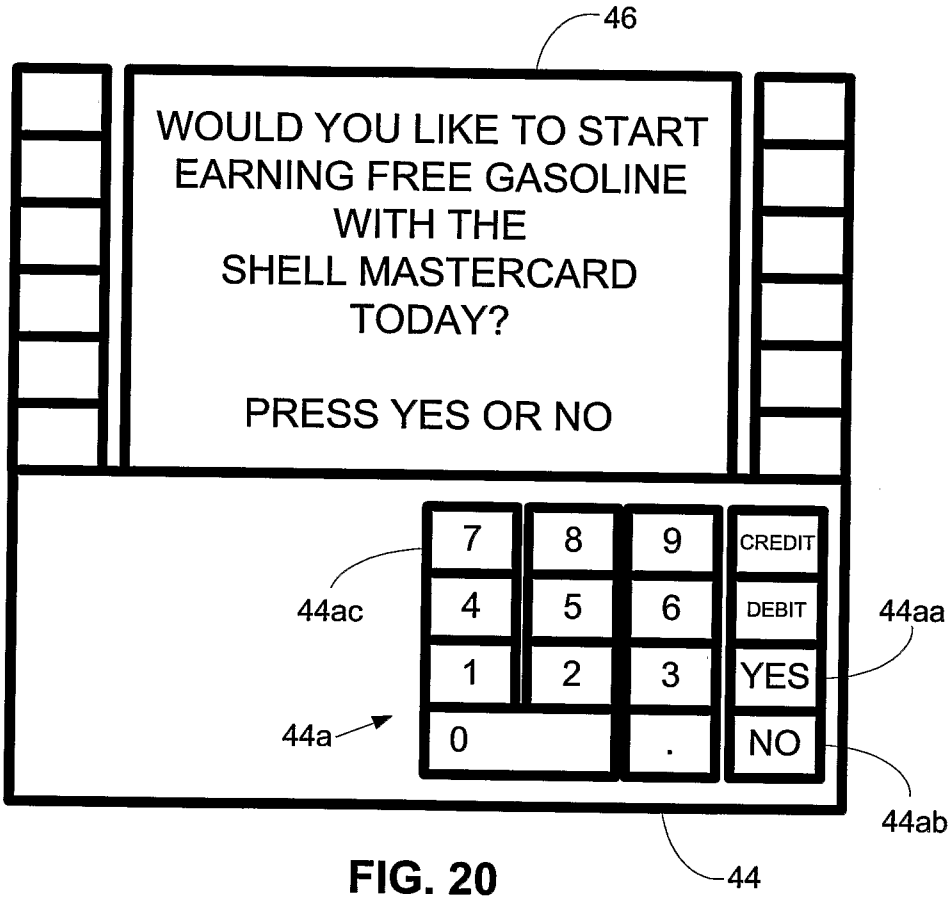

46
WOULD YOU LIKE TO START EARNING FREE GASOLINE WITH THE SHELL MASTERCARD TODAY?
PRESS YES OR NO
7
8
9
CREDIT
4
5
6
DEBIT
1
2
3
YES
0
.
NO
44ac
44aa
44a
44ab
44

FIG. 20

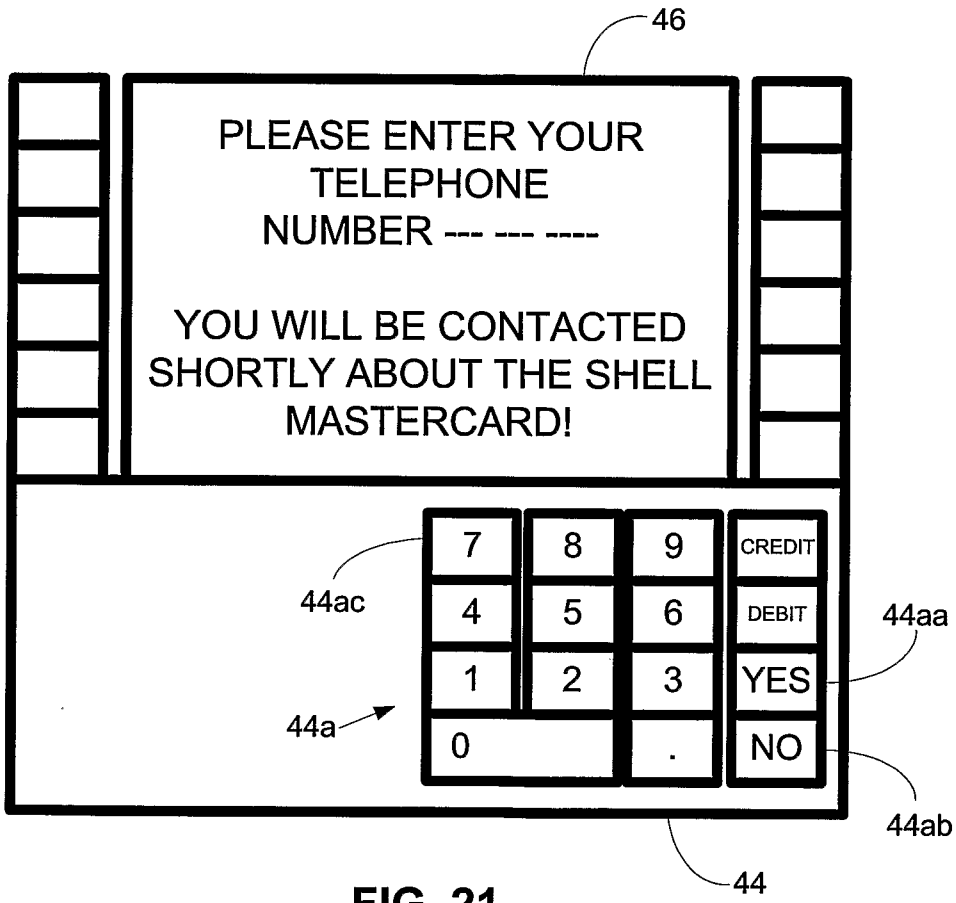
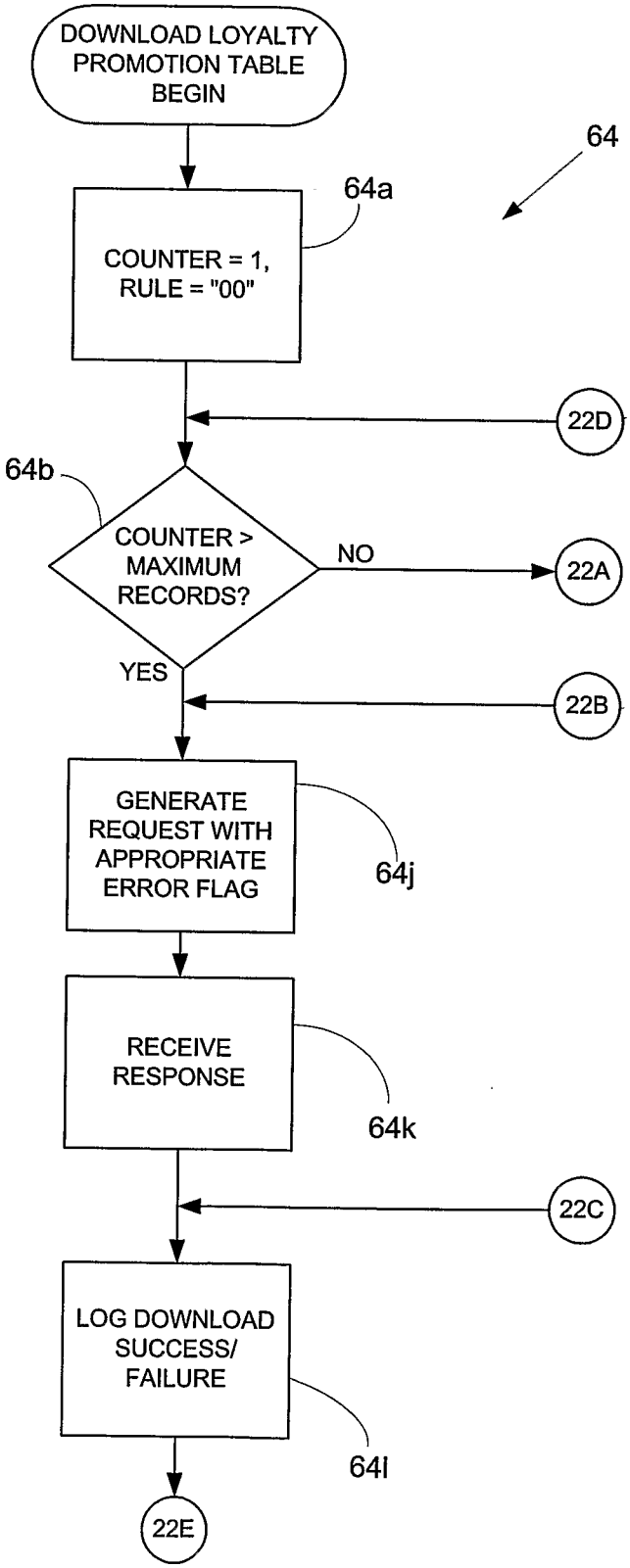

46
PLEASE ENTER YOUR TELEPHONE NUMBER --- --- ----
YOU WILL BE CONTACTED SHORTLY ABOUT THE SHELL MASTERCARD!
7
8
9
CREDIT
4
5
6
DEBIT
1
2
3
YES
0
.
NO
44ac
44a
44aa
44ab
44

FIG. 21

FIG. 22A


DOWNLOAD LOYALTY PROMOTION TABLE BEGIN
64
64a
COUNTER = 1, RULE = "00"
22D
64b
COUNTER > MAXIMUM RECORDS?
NO
22A
YES
22B
GENERATE REQUEST WITH APPROPRIATE ERROR FLAG
64j
RECEIVE RESPONSE
64k
22C
LOG DOWNLOAD SUCCESS/ FAILURE
64l
22E

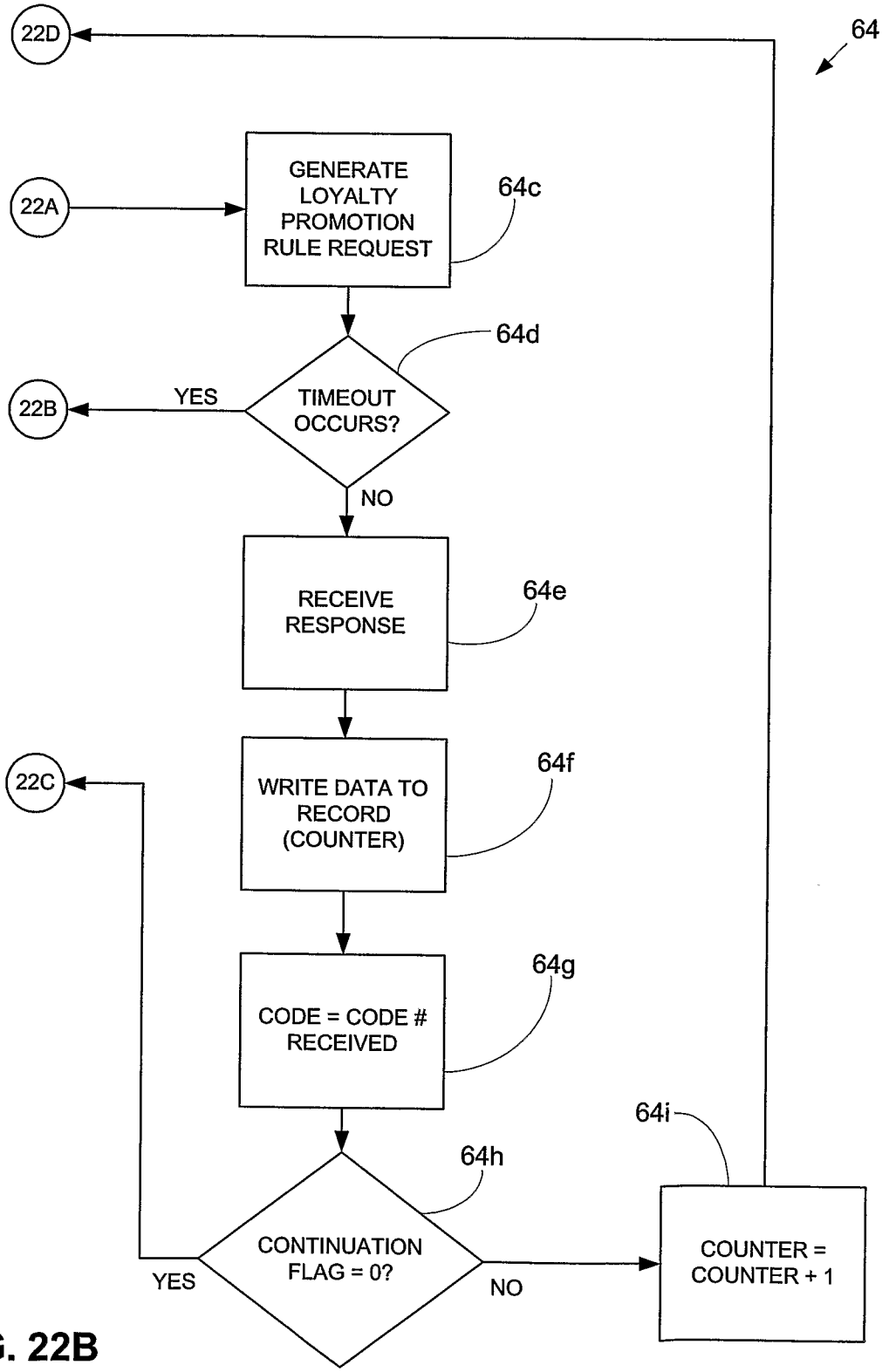

22D
64
22A
GENERATE LOYALTY PROMOTION RULE REQUEST
64c
64d
22B
YES
TIMEOUT OCCURS?
NO
RECEIVE RESPONSE
64e
22C
WRITE DATA TO RECORD (COUNTER)
64f
CODE = CODE # RECEIVED
64g
64i
64h
CONTINUATION FLAG = 0?
YES
NO
COUNTER = COUNTER + 1

FIG. 22B

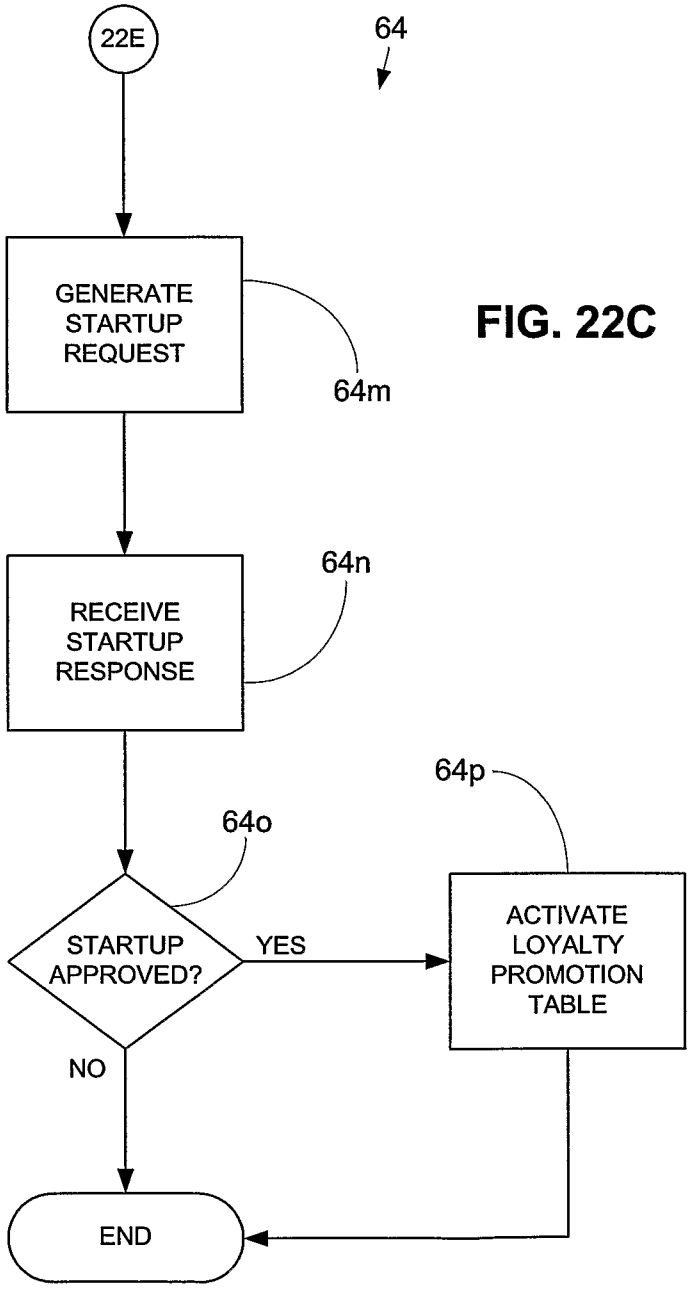

22E
64
GENERATE STARTUP REQUEST
64m
RECEIVE STARTUP RESPONSE
64n
64p
64o
STARTUP APPROVED?
YES
ACTIVATE LOYALTY PROMOTION TABLE
NO
END

FIG. 22C

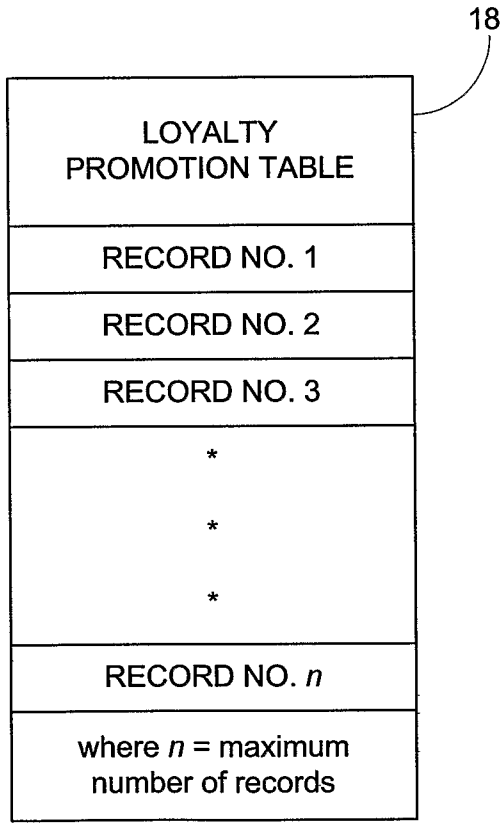

18
LOYALTY PROMOTION TABLE
RECORD NO. 1
RECORD NO. 2
RECORD NO. 3
*
*
*
RECORD NO. n
where n = maximum number of records

FIG. 23

RECORD NO. 1			
Field Name	**Field Type**	**Fill/ Default**	**Field Description**
Promotion Code	N	Zero	Code identifying discount.
Start date/time	N	Spaces	YYYYMMDDHHMM
End date/time	N	Spaces	YYYYMMDDHHMM
Where applies	N		0=Both Outdoor & Indoor 1=Outdoor Only 2=Indoor Only
Payment Type 1	AN	Blank	
* * *			
Payment Type n	AN	Blank	
Required Purchase Department Code 1	N	000	
Required Purchase Department Code n	N	000	
Required Minimum Purchase Type	AN	Blank	C = Currency, Q = Quantity
Required Minimum Purchase Amount	AN	00000	3v2
Rebate Rate	N	0000	2v2
1st Message slot 1	AN	Space	0-9, A-Z
1st Message slot n	AN	Space	0-9, A-Z
1st Message text	AN	Space	0-9, A-Z, a-z, punctuation marks
* * *			
nth Message slot 1	AN	Space	0-9, A-Z
nth Message slot n	AN	Space	0-9, A-Z
nth Message text	AN	Space	0-9, A-Z, a-z, punctuation marks
Animated Graphic	AN	Space	
Audio Slot	N	Space	
Solicit Prompt 1	N	0	
* * *			
Solicit Prompt n	N	0	
Discount Type	AN	Space	C = Currency, Q = Unit/Quantity P = Percent
Discount Amount	N	Zero	3v3
Maximum Discount $ Amount	N	Zero	3v2
Discount Product Department Code 1	N	Space	
* * *			
Discount Product Department Code n	N	Space	

FIG. 24

FIG. 25

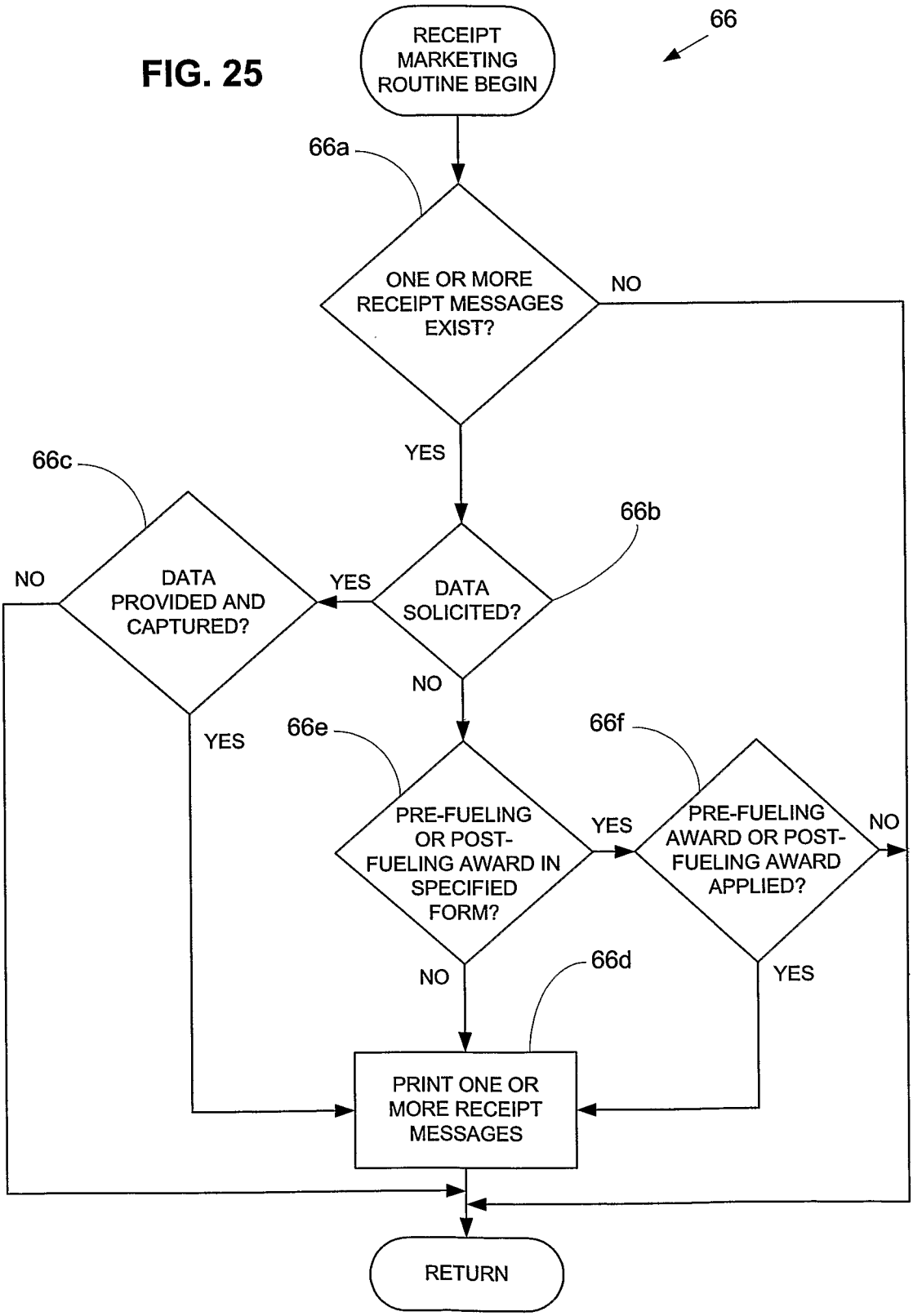

66
RECEIPT MARKETING ROUTINE BEGIN
66a
ONE OR MORE RECEIPT MESSAGES EXIST?
NO
YES
66c
66b
NO
DATA PROVIDED AND CAPTURED?
YES
DATA SOLICITED?
NO
YES
66e
66f
PRE-FUELING OR POST-FUELING AWARD IN SPECIFIED FORM?
YES
PRE-FUELING AWARD OR POST-FUELING AWARD APPLIED?
NO
NO
66d
YES
PRINT ONE OR MORE RECEIPT MESSAGES
RETURN

FIG. 26

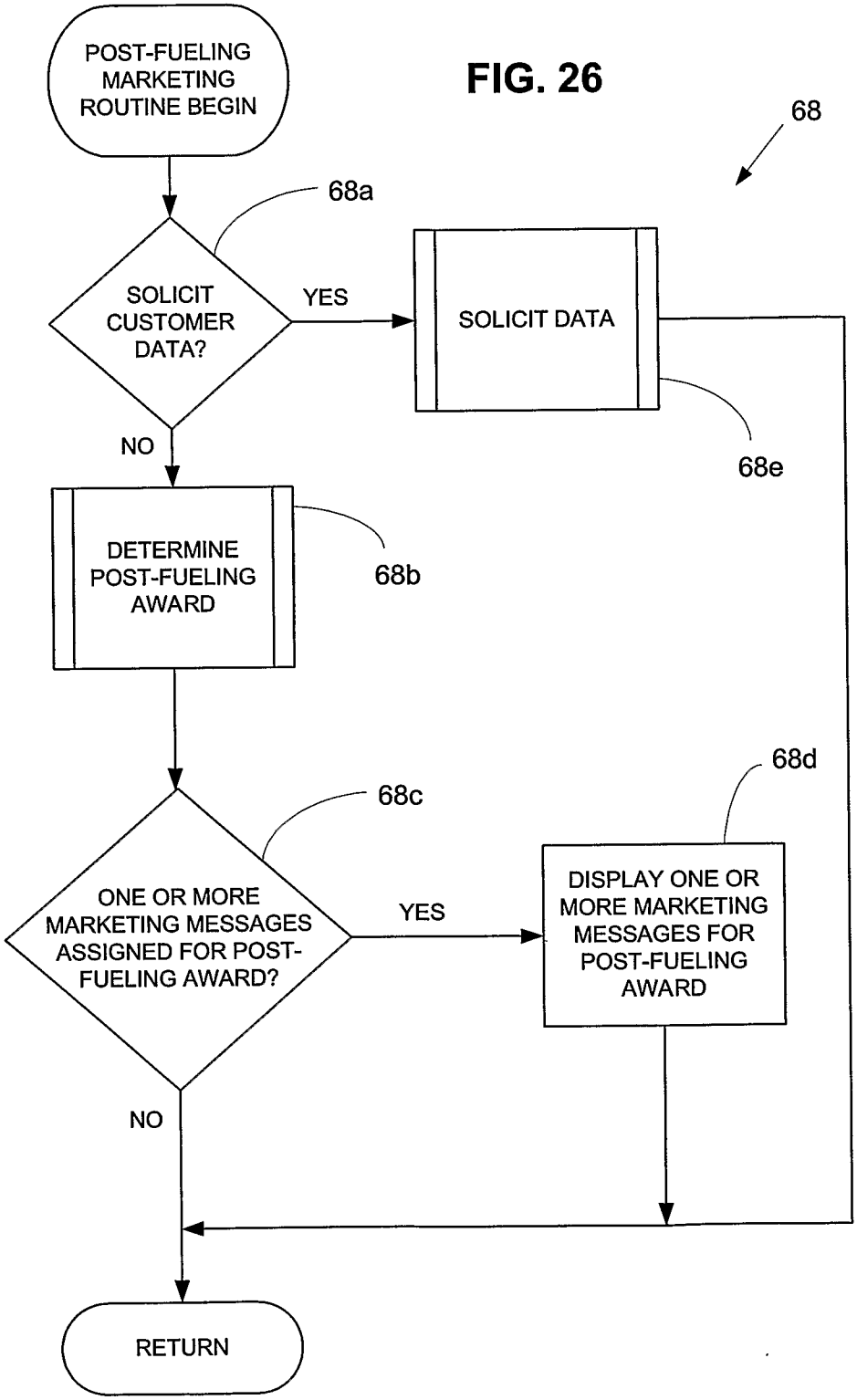

POST-FUELING MARKETING ROUTINE BEGIN
68
68a
SOLICIT CUSTOMER DATA?
YES
SOLICIT DATA
68e
NO
DETERMINE POST-FUELING AWARD
68b
68d
68c
ONE OR MORE MARKETING MESSAGES ASSIGNED FOR POST-FUELING AWARD?
YES
DISPLAY ONE OR MORE MARKETING MESSAGES FOR POST-FUELING AWARD
NO
RETURN

FIG. 27A

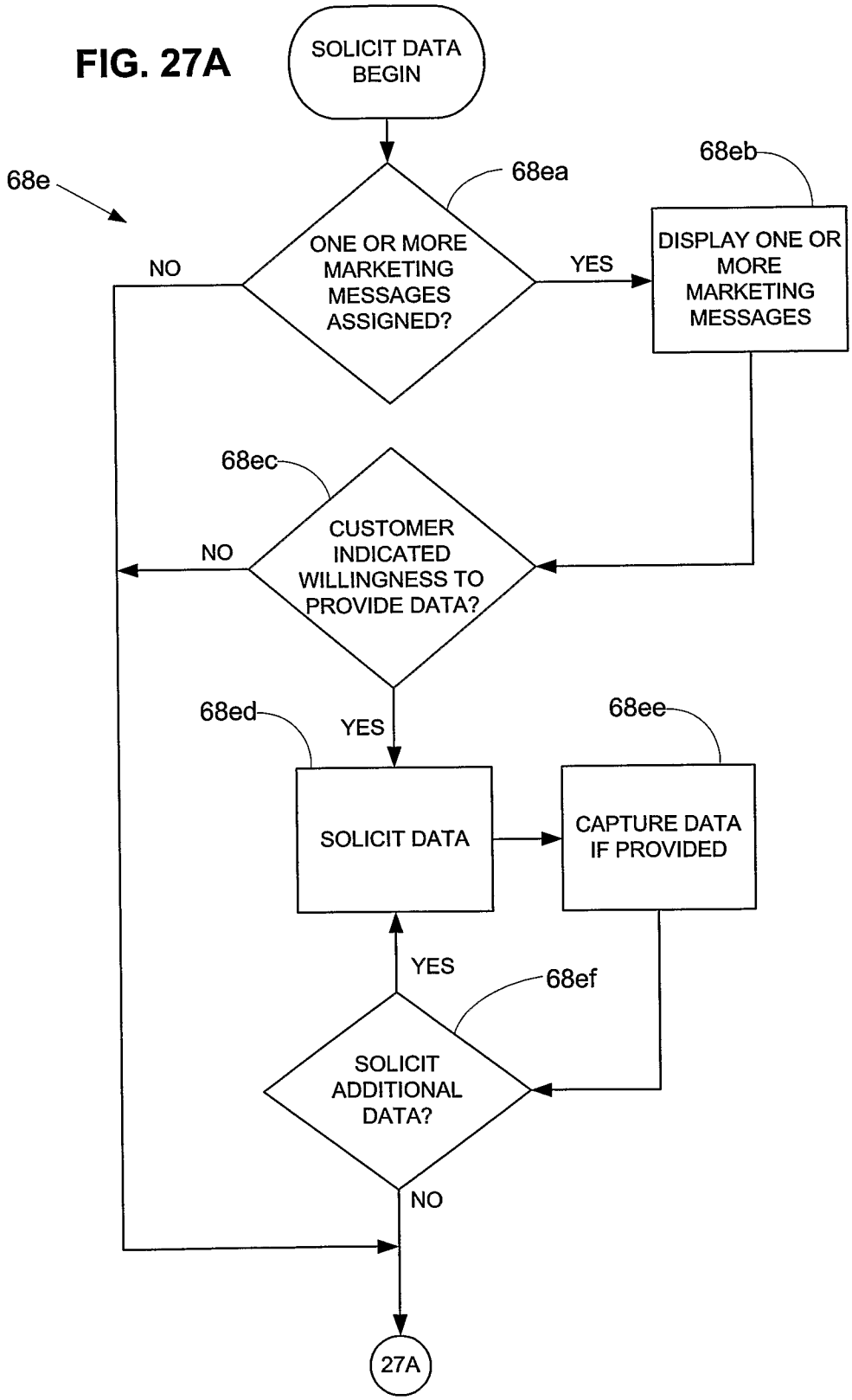
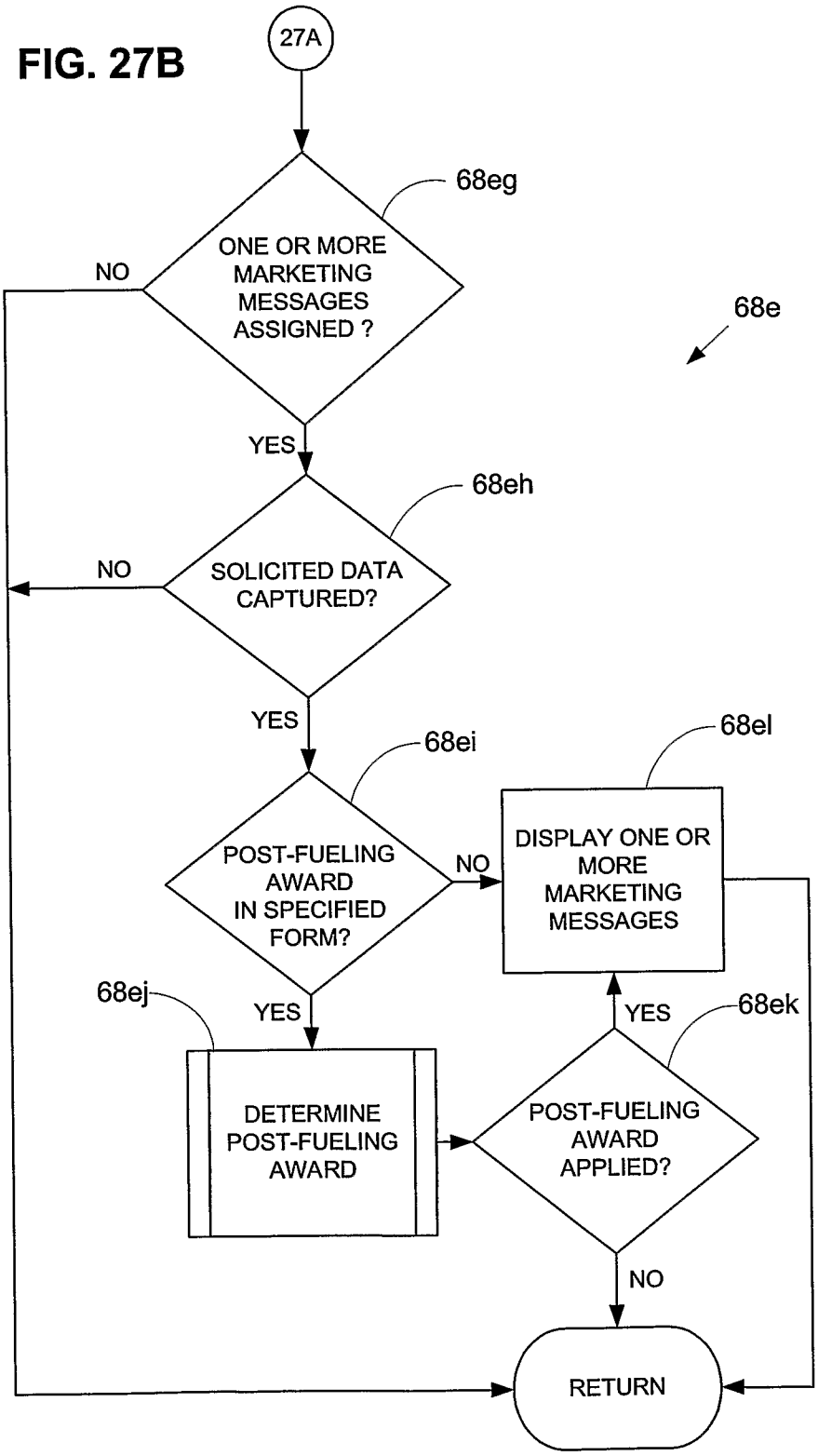

SOLICIT DATA BEGIN
68e
68ea
ONE OR MORE MARKETING MESSAGES ASSIGNED?
NO
YES
68eb
DISPLAY ONE OR MORE MARKETING MESSAGES
68ec
CUSTOMER INDICATED WILLINGNESS TO PROVIDE DATA?
NO
YES
68ed
SOLICIT DATA
68ee
CAPTURE DATA IF PROVIDED
YES
68ef
SOLICIT ADDITIONAL DATA?
NO
27A

FIG. 27B


27A
68eg
ONE OR MORE MARKETING MESSAGES ASSIGNED ?
NO
YES
68e
68eh
SOLICITED DATA CAPTURED?
NO
YES
68ei
68el
POST-FUELING AWARD IN SPECIFIED FORM?
NO
DISPLAY ONE OR MORE MARKETING MESSAGES
68ej
YES
YES
68ek
DETERMINE POST-FUELING AWARD
POST-FUELING AWARD APPLIED?
NO
RETURN