iFuel delivers lower gas prices at new kiosk-based fueling stations powered by WireSpring's FireCast kiosk software and White Mountain Solutions' hardware

Custom hardware by White Mountain and FireCast kiosk software by WireSpring drive iFuelÂ□s new, innovative solution for low-cost petroleum distribution

FORT LAUDERDALE, FL ([PRWEB](#)) May 27, 2004 -- WireSpring Technologies, a developer of software and technology for interactive kiosks and digital signage systems, today announced that iFuel LLC has completed the deployment of the first iFuel-enabled fueling station at the Jubilee Supermarket in Evanston, Wyoming. iFuel uses website and kiosk technology to create a fully-automated payment system, helping customers save money on gas purchases and providing 24/7 access to purchase histories and other account information online. The iFuel system utilizes WireSpring's FireCast kiosk software along with industrial kiosk hardware from White Mountain Solutions.

"After a year of product development, we are thrilled to launch the first iFuel station," said iFuel co-founder Kristen Call. "With gas prices at record highs, we look forward to helping consumers and businesses save on every fuel purchase, while enabling them to keep track of their petroleum spending via our secure website."

Benefits for consumers and fleet managers

iFuel helps customers save money on petroleum products by eliminating labor-related expenses and limiting credit card fees. Consequently, iFuel customers pay less for fuel, saving as much as 10 cents per gallon or more. Users who sign up for an iFuel Barrel Account at www.ifuelisave.com can also track fuel purchases any time, day or night, through iFuelÂ□s innovative web portal. iFuel-enabled stations are designed to work with the prepaid iFuel Barrel Account, although credit, debit and ATM cards are also accepted.

Benefits for service stations, convenience stores, and other venues

iFuel sells gasoline and diesel fuel at a variety of retail locations. The company enters into petroleum marketing contracts with location owners, enabling convenience stores, supermarkets, and other venues to offer petroleum products without the corresponding labor expense. iFuel venues also benefit from optional distribution of grocery and fuel coupons via their proprietary touchscreen kiosk systems.

About the iFuel technology

WireSpring's FireCast kiosk software powers iFuelÂ□s touchscreen kiosks, developed by White Mountain Solutions. Customers use the kiosks to choose a payment method, enter coupons, select receipt options, and sign for their purchase (when necessary). The kiosks can also provide access to other services, including grocery coupons for adjacent food stores. Remote management for the kiosk network is provided by WireSpring's ClientCenter system, which controls the kiosks, fuel pumps, fuel prices, user accounts, and even the roadside electronic sign. The technology represents the culmination of over a year of collaborative development between iFuel, WireSpring and White Mountain. "iFuelÂ□s complex technical needs represented a unique challenge for our team," said WireSpring CEO William Gerba. "We are extremely pleased with the final product, and the seamless integration of kiosk, pump control, and account management tools demonstrates the flexibility of the FireCast operating system and ClientCenter remote management platform."

iFuel pictures are available at http://www.wirespring.com/images/press/20040526_ifuel_large.jpg

About iFuel LLC
iFuel LLC is an innovator in the petroleum marketing industry, combining website and kiosk technology to create a fully-automated and attendant-less fueling system. The company sells petroleum products at lower prices because its technology eliminates labor-related expenses and limits credit card fees, while creating economies of scale in the purchasing process. iFuel is headquartered at 1610 Allred Road, Afton, WY 83110. For more information or to sign up for a free iFuel account, visit www.ifuelisave.com.

About WireSpring Technologies
WireSpring develops Linux-based software for interactive kiosks and dynamic digital signage. The company's FireCast product line provides a complete solution for designing, deploying, and remotely managing global networks of self-service terminals and electronic displays, including dynamic advertising screens and in-store television networks. WireSpring is headquartered at 2200 West Commercial Blvd., Suite 110, Fort Lauderdale, FL 33309. For more information, visit http://www.wirespring.com

About White Mountain Solutions
White Mountain Solutions develops multimedia kiosks, industrial computers, and integrated hardware platforms for self-service and digital signage applications. The company offers standard or customized solutions for indoor and outdoor kiosk systems, as well as project management, deployment and maintenance services. White Mountain Solutions is headquartered at 2036 Guava Drive, Edgewater Florida, 32132. For more information, visit www.whitemountainsolutions.com

Contact Information
Michael Smith
WIRESPRING TECHNOLOGIES, INC.
http://www.wirespring.com
954-777-2417

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