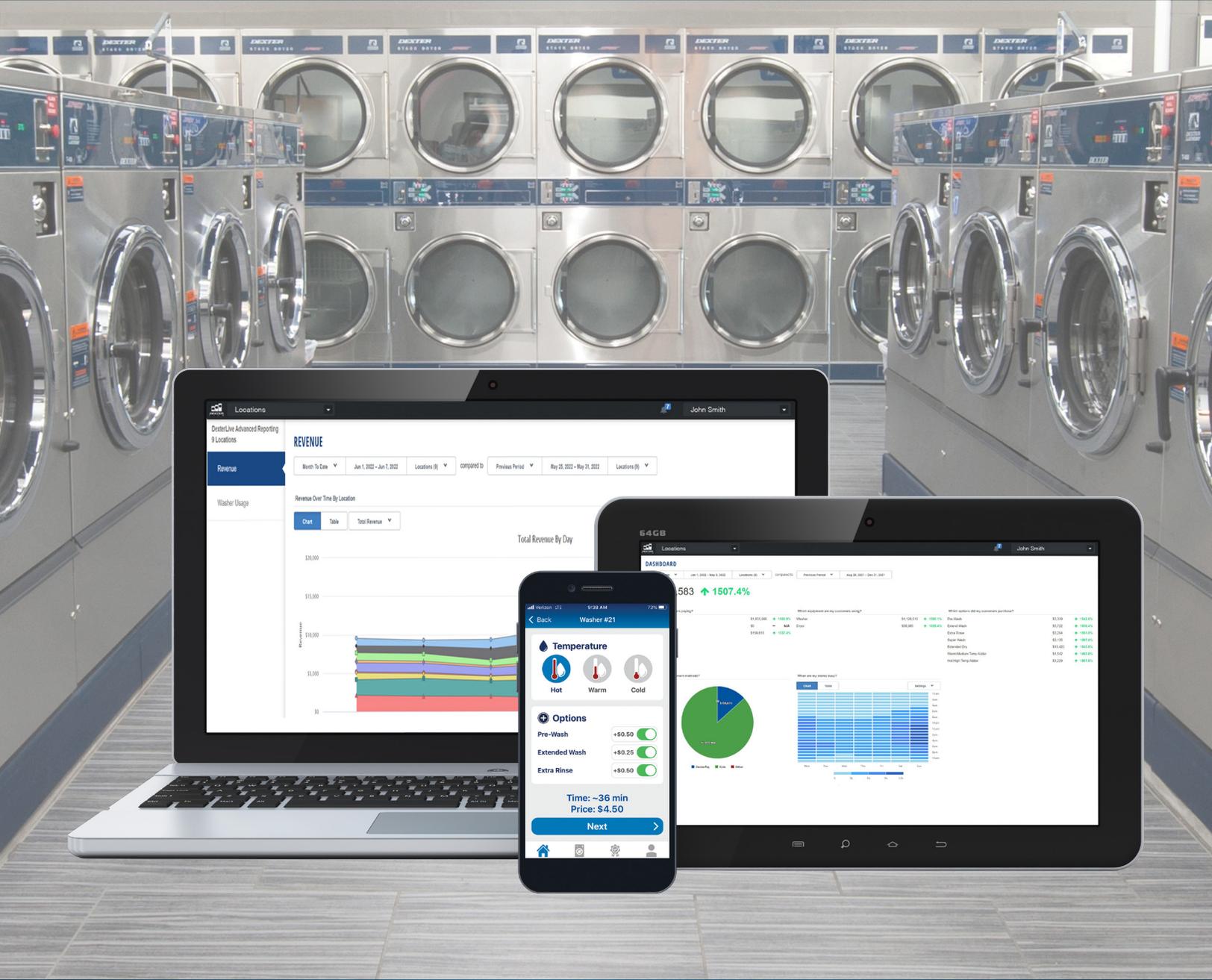




DEXTER
LAUNDRY

TRANSFORMATIONAL TECHNOLOGY DEXTERLIVE & DEXTERPAY



DEXTERPAY
LAUNDRY MADE EASY

DexterLive

PROVEN POWER. PROVEN CONTROL. PROVEN FREEDOM.

DexterLive

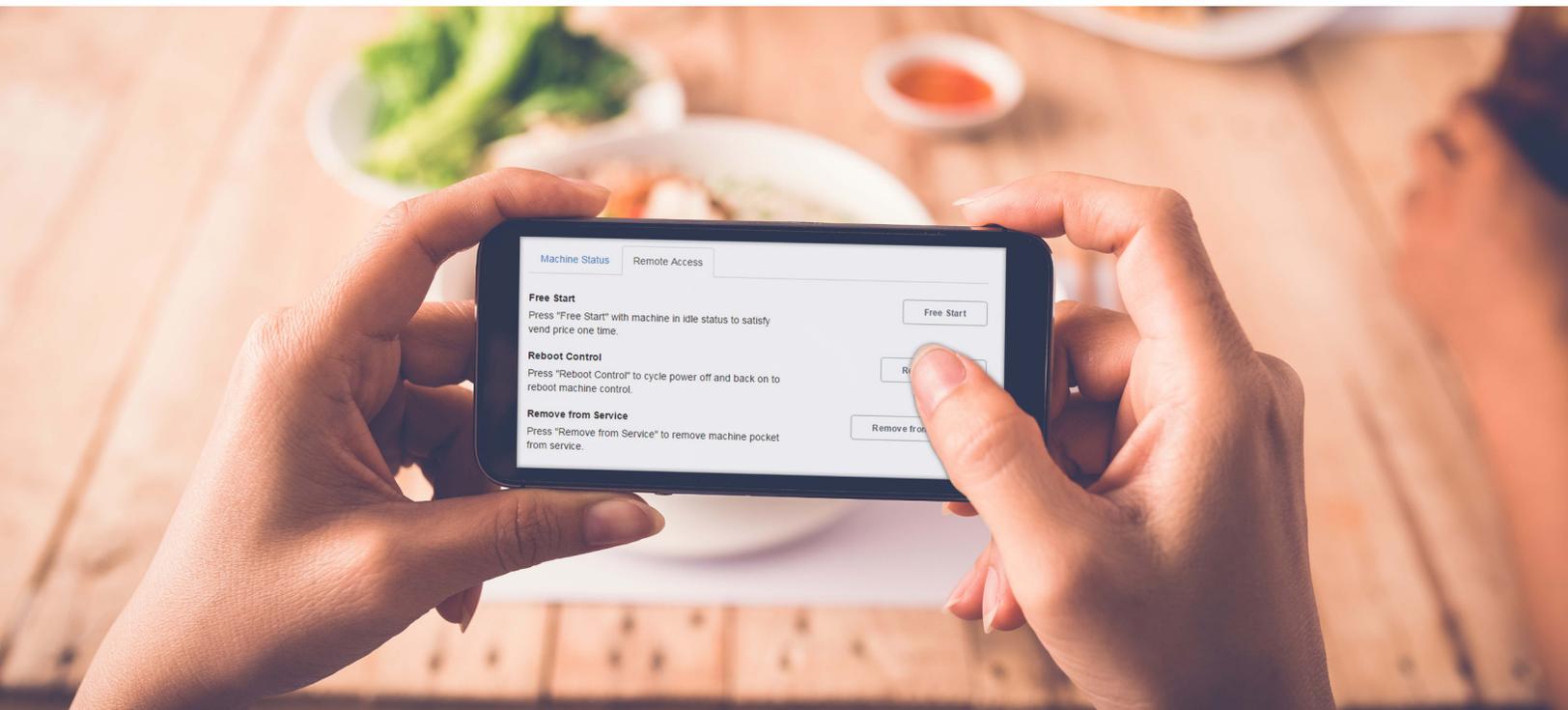
DexterLive has transformed the laundry ownership experience by enabling owners around the world to create world class laundry operations.

DexterLive simplifies data, enabling smarter decisions to build a better business. It makes it easy to see and react to fluctuating conditions and with cloud-based programming - pricing, cycles, and promotions can be adjusted real-time. It also helps build a loyal fan base with customer service tools such as remote access and the loyalty programs of DexterPay.



The best part - DexterLive requires no annual fees. Once machines are networked, DexterLive is free to access. Plus, machine and network updates are made regularly, making equipment purchased years ago even more valuable today.

Stronger business, closer customer relationships, and equipment that's smarter than the day it was purchased. That's transformational technology, that's DexterLive.



BACKWARDS COMPATIBLE & ON THE CLOUD SINCE 2014.



NO ANNUAL FEES

Once you set up your DexterLive network you're ready to go. There are no regular fees or hidden charges.



REAL-TIME REPORTING

Real-time reporting gives you an in-depth look at your business both in the moment and over time with reports for business performance, cycle selections, machine usage and more.



FREE UPGRADES

New features can be automatically added to your machines with free upgrades, keeping you on the cutting edge long after your initial purchase.



EASY TO PROGRAM

Dexter's groundbreaking technology allows you to program your machines fast and easy, without the need for proprietary software. Just make your changes and sync your machines.



MAXIMIZE REVENUE

Merchandise your store properly with a unique combination of PLUS cycles and promotional pricing options. Make it even easier for customers with the DexterPay app.



REMOTE ACCESS

DexterLive offers the ability to remotely vend a machine, reset a control, or take a machine out of service. This enables you to react quickly, without having to go to your store.



EMAIL ALERTS

DexterLive email alerts allow you to stay up-to-date with what's happening at your laundry at all times. From revenue summaries to error code alerts, you're in control.



BACKWARDS COMPATIBLE

You don't need to buy a new store to unleash the power of DexterLive and DexterPay. DexterLive can easily be installed on equipment 10+ years old.



DexterPay

LAUNDRY MADE EASY WITH SECURE MOBILE PAYMENT.

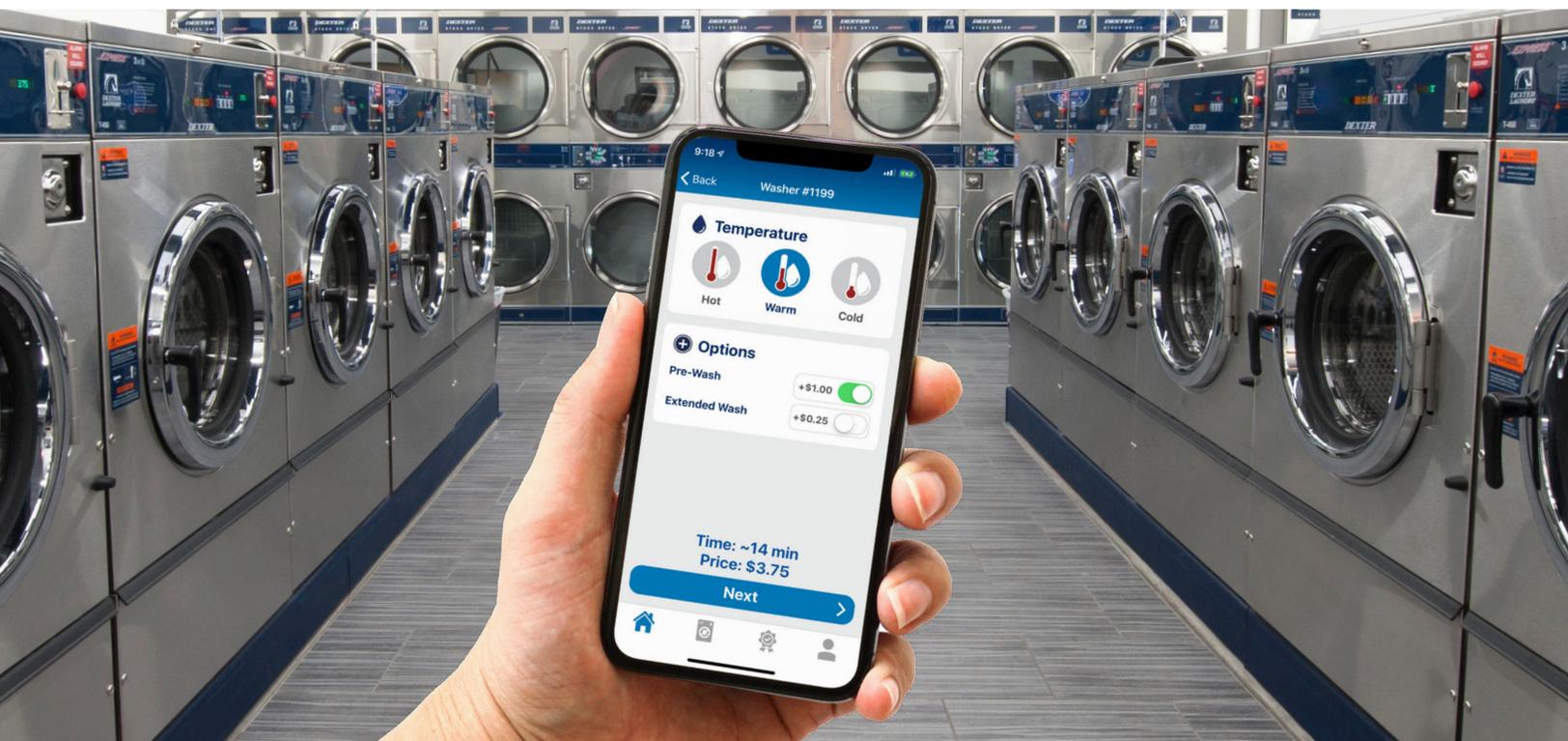
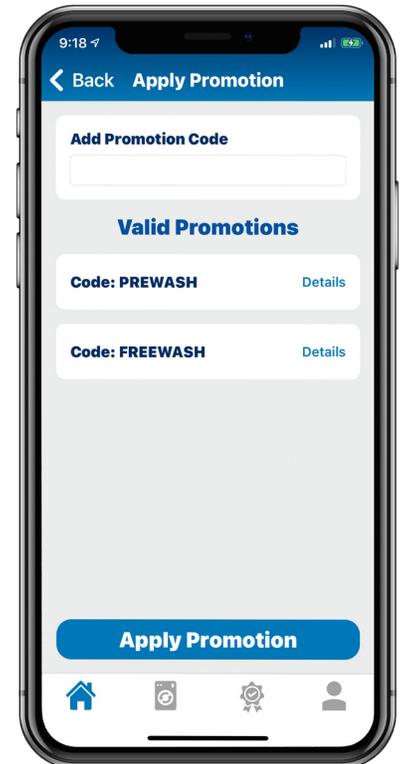
DexterPay

DexterPay revolutionizes the customer laundry experience and works seamlessly with the DexterLive network for a simple, easy mobile payment solution. You can give customers the convenience of mobile pay while also maximizing revenue. The app makes it simple for users to add PLUS cycles or select specialty cycles that are only available via the app.

DexterPay is more than just a payment solution, it is a complete customer management tool that provides unprecedented insights into your customers and the option to create reward programs to build a loyal fan base.

DexterPay truly is Laundry Made Easy.

DEXTERPAY
LAUNDRY MADE EASY



REVOLUTIONIZE YOUR LAUNDRY WITH DEXTERPAY.



NO UP FRONT COSTS, NO ANNUAL FEES

Once your location is networked with DexterLive, your access to DexterPay is free. There are no annual fees and you only pay when the app is used.



INCREASED REVENUE

DexterPay makes it easy to upgrade with PLUS cycles defaulted to “on”. This provides customers a better wash experience while increasing your average vend.



LOYALTY PROGRAM

DexterPay makes it easy to reward customers and manage your business through its flexible and customizable loyalty program.



INCREASED CUSTOMER TRAFFIC

Since they aren't limited to the cash in their pocket, your customers won't have to wait for payday to do their laundry and with end of cycle notifications they will be in and out faster.



REDUCED OVERHEAD EXPENSES

DexterPay deposits your money directly into your bank account. With less quarters in the vaults you can reduce your collection cycle, potential vandalism risks, and overhead costs.



OPTIMIZED MARKETING EFFORTS

In the DexterPay portal you'll have access to customer data allowing you to optimize your marketing efforts and target return customers.



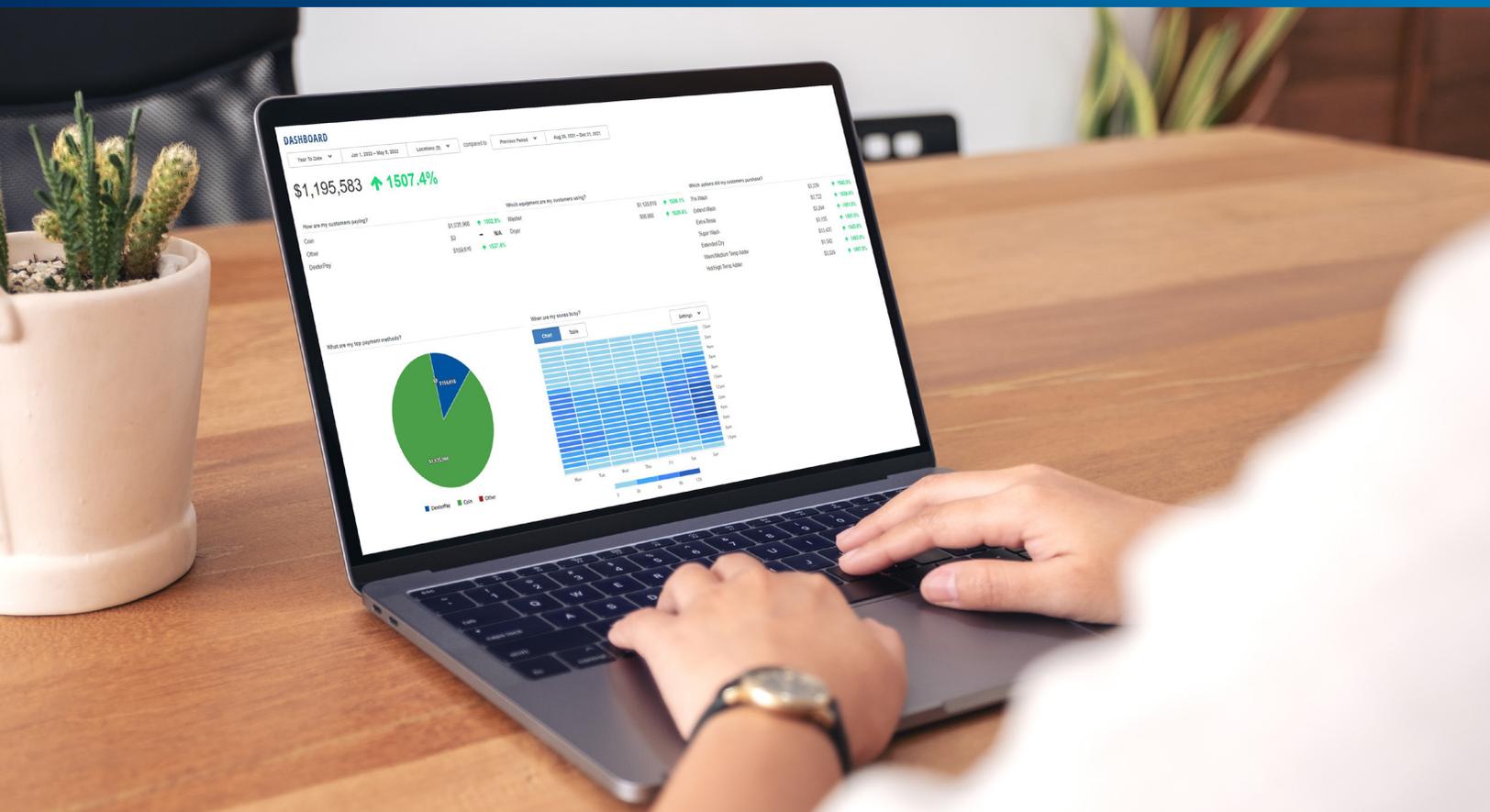
NO 3RD PARTY SYSTEMS

DexterPay does not require any machine modifications and provides a single-source for technical support. There is no need to worry about integration with a 3rd party system.

DEXTERPAY[®]
LAUNDRY MADE EASY

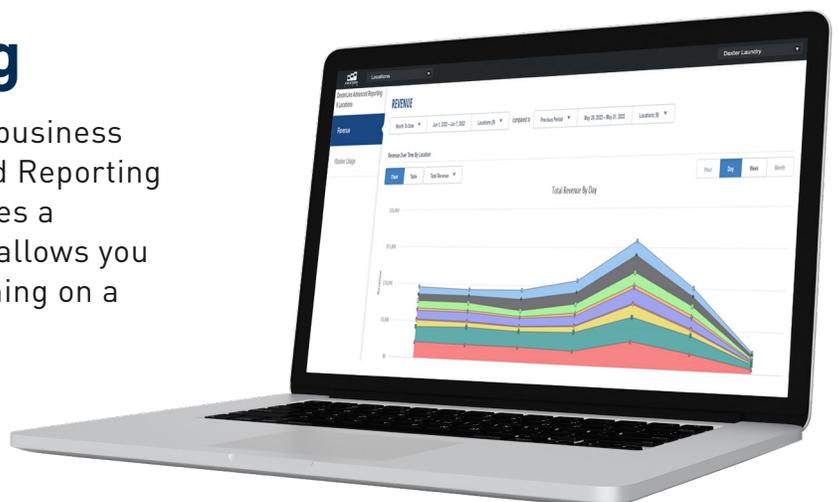
Advanced Reporting

SMART DATA ENABLING SMARTER DECISIONS



Advanced Reporting

DexterLive provides a detailed pulse of business with in-depth analytics via our Advanced Reporting capabilities. Advanced Reporting provides a collective look at all your locations and allows you to dive into how your stores are performing on a variety of different metrics. It is the tool you need to make the right decisions to grow your enterprise.



Store Design

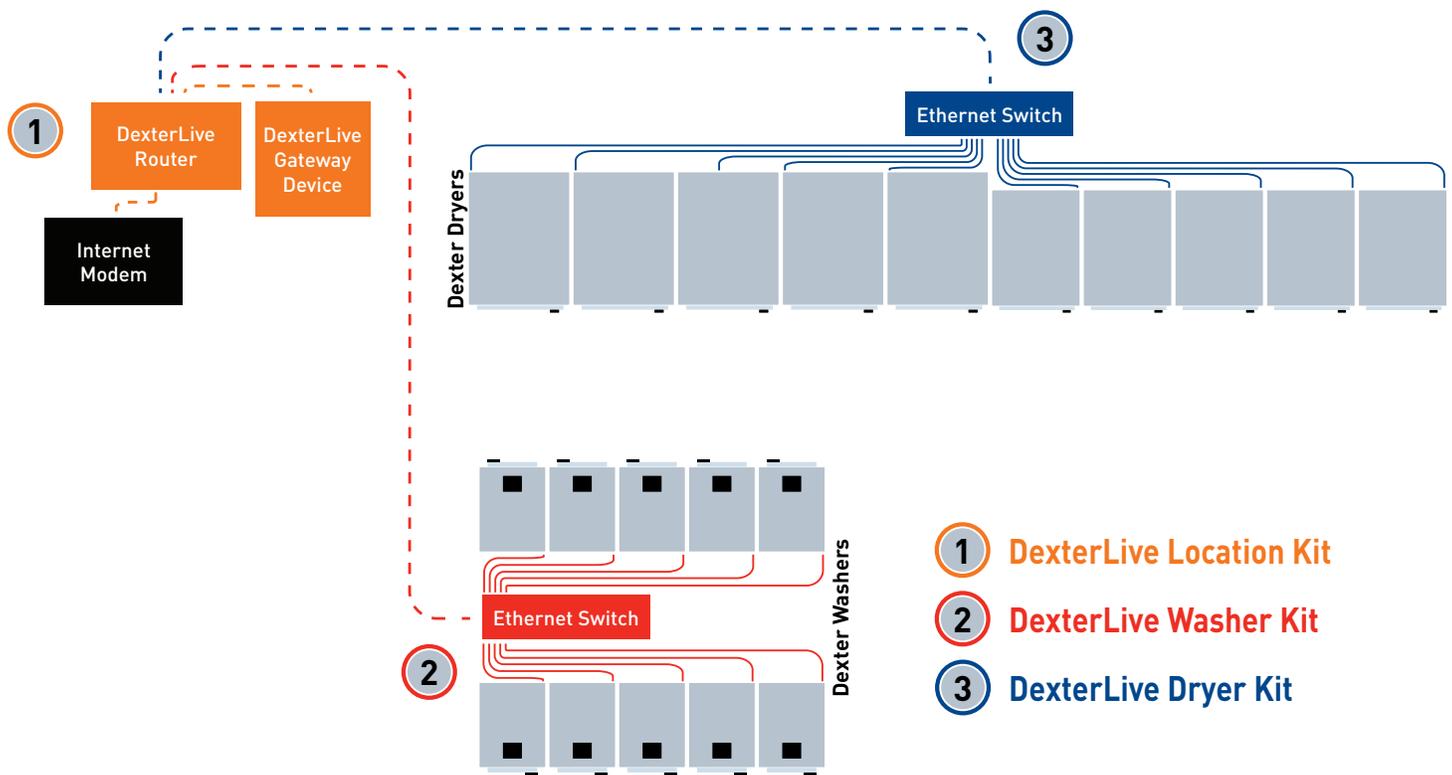
HOW IT WORKS

Connecting your machines to the cloud is easy. All you need are C-Series Controls and a Location Kit that includes a DexterLive router and gateway, and shielded CAT 5E or greater ethernet cables to connect your machines to the cloud.

C-Series controls can be installed on machines as old as 2005. Contact your local Dexter Authorized Distributor for more information.



The DexterLive Networking diagram below shows the layout of a bank of washers and dryers connected to DexterLive.



This diagram is for reference only. You may need additional kits, parts and/or have parts left over depending on the layout of your store.

The DexterLive Advantage



**DEXTERPAY
MOBILE PAYMENT**



**NO ANNUAL
FEES**



**REAL-TIME
REPORTING**



**FREE
UPGRADES**



**EASY TO
PROGRAM**



**MAXIMIZE
REVENUE**



**REMOTE
ACCESS**



**EMAIL
ALERTS**



**BACKWARDS
COMPATIBLE**

TRANSFORMATIONAL TECHNOLOGY



DEXTERPAY
LAUNDRY MADE EASY

EMPLOYEE OWNED | MADE IN THE USA | SINCE 1894

DEXTER.COM 1.800.524.2954

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