



Behold The High-Tech Future Of Vending Machines

Gus Lubin | Jul. 5, 2012, 6:28 AM | 3,536 | 1

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Vending machine revenue plunged to a 10-year low coming out of the recession, but don't worry, they've got a plan.

The industry is investing in high-tech, millennial-friendly machines to win new customers according to Automatic Mercandiser.

Here's what a futuristic vending machines looks like (from a press release):



Courtesy of Intel

Redefining the customer vending experience, Kraft Foods and Intel have created Diji-Taste, a new product distribution and marketing platform that delivers fun and engaging vending, sampling and digital signage experiences. Diji-Taste is powered by a modular software/hardware architecture framework that leverages Intel's powerful i5 processor. The new machine **seamlessly transforms between vending, sampling and digital signage experiences,**

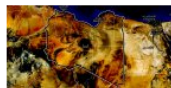
rebrands existing experiences easily, refreshes content quickly, and remotely monitors and manages with full analytical reporting. The architecture provides a sustainable model for Kraft and the vending operator to deliver personalized consumer experiences in a wide variety of locations such as airports, train stations, healthcare facilities and college campuses. **The Dentyne Diji-Taste provides delicious samples if you share with your friends that you're "indulging."** It also includes a **gestural-controlled game you can play while waiting for your sample to dispense.**

Pay for your vending purchase with a wave of your smartphone. The Royal Vendors Red Bull machine dispenses Red Bull energy drinks, a favorite beverage among young adults, and uses a Google-Wallet-type payment option to allow consumers to purchase their drink with a wave of their smartphone.

Let's Pizza is bringing their **pizza-making vending machine** to the U.S. later this year: <http://www.pizzamarketplace.com/article/195667/Let-s-Pizza-vending-machine-ready-for-U-S-debut>

PuraVida H2O debuted a machine at this year's OneShow that dispenses **single servings of purified drinking water into reusable containers.** <http://www.puravidah2o.com/>

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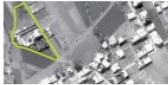
Tweet for Tea: South African beverage company BOS Ice Tea recently launched a **Twitter-activated vending machine** that dispenses iced tea:
<http://www.forbes.com/sites/mfonobongnsehe/2012/06/19/twitter-activated-vending-machine-launched-in-south-africa/>

WeGoBabies dispenses baby essentials such as **diapers and formula for parents on the go** in airports, zoos and museums:
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Tony (URL) on Jul 5, 10:53 AM said:

When I was in Amsterdam, there were loads of fast food vending machines that would be stocked from the back of the unit. Simple things please simple minds I suppose. That, and iPods being available in machines in America. Would have probably been better if they were pre-loaded with at least an album.

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