

Vending Technology News



Vengo Labs Taps Vistar Media's Advertising Network For Vending Machines

Vengo Labs, a New York, N.Y.-based manufacturer of wall-mounted, cashless vending machines that sport digital advertising, has partnered with Vistar Media, a software provider for out-of-home and a programmatic advertising platform for digital out-of-home media. The partnership, coupled with Vengo Labs' recent growth to 300 machines, is expected to strengthen the Vengo Labs digital advertising offering and provide more opportunities to vending operators to leverage their machines' advertising capabilities.

Vengo Labs machines have interactive, 21.5-inch touchscreens that feature consumer advertising supplied by digital advertising networks. "We have had some major brands that work with us," said Larry Rampe, marketing director.

Vending operators receive a percentage of their machines' advertising sales.

The 2.5-square-foot machines have six product selections, both food and non-food, that have an average price point of \$10. The machines accept credit, debit, mobile and campus cards. The touchscreen display and payment system integrate with a cloud-based inventory monitoring system.

The touchscreen covers the top half of the front of the machine. The remainder of the exterior space is customized to the location.

Vistar Media works with the majority of out-of-home media owners. The partnership with Vengo Labs marks Vistar Media's expansion into the vending space.

Vistar Media, which is also based in New York City and is four years old, provides network infrastructure and revenue management solutions to digital signage networks. Through the Vistar

exchange, out-of-home advertising networks can gain access to incremental revenue from digital advertising dollars going to out-of-home media while maintaining full control over pricing.

“We’re excited to have a new, rapidly growing vertical of screens available to our buyers,” said Michael Provenzano, CEO and co-founder of Vistar Media.

Vistar Media has no affiliation with Vistar Corp., the Centennial, Colo.-based vend product wholesale distributor.

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