

## Vending Technology News

**Win a 4-day Cruise to the Caribbean!**

Try **bai** for only \$2.99

Purchase a BAI using your account to be entered to win a Cruise for two!

No Purchase Necessary. Mail Entry to 6005 Century Oaks Dr. Suite 100, Chattanooga, TN 37416

The advertisement features a large cruise ship on the left with the 'bai' logo on its side. To the right, a yellow banner reads 'Try bai for only \$2.99' with a small airplane icon. Below the banner are three bottles of bai antioxidant infusions: 'BRASILIA BLUEBERRY', 'COSTA RICA CLEMENTINE', and 'MOLOKAI COCONUT'. The background is a bright blue sky with a sunburst effect and a blue ocean with whitecaps.

### LightSpeed's 'Vision' Platform Lets Machines To Run Digital Advertising

LightSpeed Automation's digital advertising platform, called Vision, gives vending and micro market operators a tool that allows them to run video advertising to boost sales and earn advertising revenue. The platform allows operators to control content and scheduling from an online portal using a secure log in.

The platform offers three ways to improve profits. One way is to use digital advertising to promote products at the point of sale to increase sales. Another way is to use the advertising to selectively promote products with better profit margins. Still another way is to use the platform to sell advertising. The software tracks every time an image is played, providing the operator the data they need to sell advertising to product suppliers.

The Vision device plugs into the back of a monitor and connects to the portal via WiFi. The operator can begin running the content immediately.

The scheduling feature allows ad campaigns to begin and end at specific times of the day and to repeat every day. Operators can schedule ad campaigns by day part. For instance, they can promote coffee in the morning and soda in the afternoon. They can also promote discounts to reduce stales.

The service does not require programming skills. Installation takes less than five minutes. LightSpeed Automation provides the service for a monthly fee.

There are a variety of video monitors available for operators to use with the platform. LightSpeed recommends a 32-inch screen at minimum.

The device is programmed to access the server at preset levels: five minutes for WiFi or Ethernet and 15 minutes for cellular. When the device accesses the server, it checks for new content, then downloads the content to be scheduled in the media rotation.

The content is never pushed from the server and there are no networking charges other than providing Internet access for the device.

If content is taken out of the media rotation on the server, the device will remove that content from the rotation when it checks for changes, but it does not remove the content from storage unless space is needed. The content can be added back to the rotation in the future without having to be downloaded again.

When the device powers for the first time or after losing power, it automatically launches the Vision application and begins checking for and playing media content. The application relaunches any time it is shut down, making sure displays remain active.

The Vision kit includes a device, an AC power adapter and an HDMI extension cord. The location requires a mouse (wired or wireless) and a USB wireless dongle. A keyboard is optional.

To set up the device, the operator connects the device to the AC power adapter and then connects the adapter to a power source. The operator then plugs the device into the HDMI port of the display. The HDMI extension cord can be used if needed.

The operator then activates the power and makes sure the display is set to the correct HDMI input. The final step is to plug the USB dongle into the bottom of the device.

LightSpeed Automation has conducted numerous market tests. In one test, five locations were programmed to run one slide in a 60-second rotation, The slide was displayed for 10 seconds through each rotation. The five locations averaged 72 units sold per day, compared to five locations that did not have the programming.