

Importance of Digital Signage for Vending Machines

Digital signage in vending machines was introduced in the year 2006 and since then, in vending machines the digital signage has been in use in different digital formats. These formats have built-in LCD screens or touch screens. In today's market, one can come across varying prototypes of vending machines available in the market.

While one supplier might be providing with small screen placement above the payment mechanism; another supplier would boast of testing process of a larger screen across the machine's top part and the third one would be experimenting with connecting wall-hung screens to an on-board display or focusing on implementing different touch screen applications.

However, one thing remains clear in all these testing that using digital signage equipment proves helpful in lowering the cost. On the other hand, application probabilities of the equipment grow exponentially. There is a famous axiom in retail that the consumer reaches at his final decision of whether to buy or sell right at the time of sale or purchase.

That is the reason behind using varying modes of advertisements by retailers to enjoy some level of success. However, one may stop to think whether the same holds true about vending machines? The truth is that the vending manufacturers are not ready to take any chance.

They do assume that it is quite possible for a consumer to switch over from one product to another while at the machine. They are also of the opinion that the change of priorities may happen even if the amount has already been deposited but the selection has yet to be made. So, to overcome this fear, manufacturers these days are making use of digital signage for vending machines.

The digital displays have been developed so that they can be hung externally on the machine. In this way, they will become a part of the sale of a vending machine to impact basket size as well as volume of sale. A type of perceived personal space has been created due to the increasing usage of digital signage content.

This space can be used by vending operators to inform the consumer about product offerings and thus, the sales will be stimulated. Undoubtedly digital signage content has been able to enhance the vending environment to a great extent and now can be had in a plethora of formats.

Moreover, it can be efficiently used to coordinate with other digital signage displays in the field. As far digital signage for vending machines, these are the LCD display components.

Furthermore, experiments done with touch-screen technology along with self-guided video content have proved quite effectual on linking with vending machines, particularly in those cases where the items meant for sale are not conventionally vended products. These types of products include cameras, iPods and wireless phones. Now with more and more use of digital signage in vending machines, the case of digital signage gets more strengthened.

About the Author

Power2show.com to use as an MP3 player, Power2Show lets you combine photos, video, audio, web pages, Flash, PowerPoint and scrolling text with drag-and-drop simplicity. Power2Show runs on any standard PC, features a familiar player interface, looks terrific and pays for itself with its first-impact application.

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