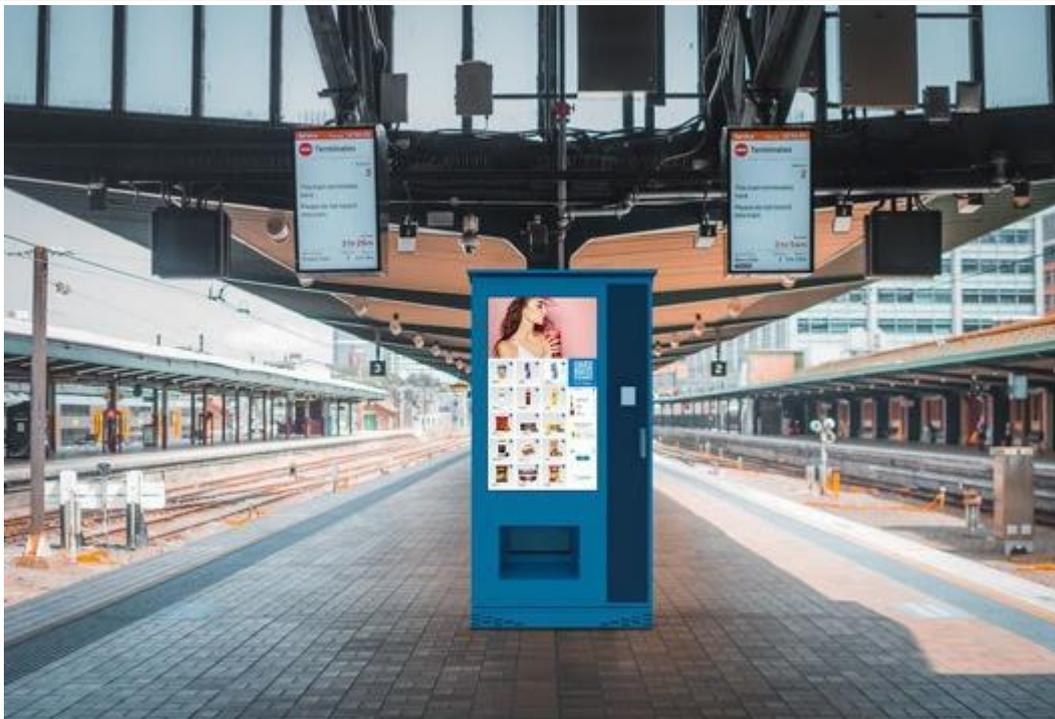




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Outdoor machine from Invenda: Where street cred meets shopping experience

Lucerne, July 27th | The new outdoor vending machine from Invenda comes with street credibility: with its tough exterior made of robust high-tech materials, vandals and tough weather conditions have no chance. In addition, the smart vending machine is equipped with touchscreen and sensors and its intelligent core provides a completely new shopping experience.



**Tough, safe, smart - the new outdoor vending machine from Invenda shows:
Automated shopping can be more than convenient.**

With the outdoor vending machine from Invenda, you can not only shop safely 24/7, the innovative machines also offer fun and games for consumers. The software developed by Invenda can do much more than manage the inventory in real time or display promotions on the touchscreen, it resembles an oversized tablet. The software also learns from the consumer behavior of the customers to customize the experience

50 percent increase in sales thanks to smart software

For this purpose, anonymized data is evaluated and optimally interpreted by the software. So for example, a consumer visiting the machine early in the morning can benefit from a special on orange juice. A man looking to buy something in the middle of the night is more likely to see bottled water or condoms than a woman who is likely to see an advertisement for a candy bar or pregnancy test. Yes, you read that right, women buy more chocolate and soft drinks than men. "Women definitely prefer to buy chocolate from a machine," says Invenda CEO and founder Jon Brezinski with a smile. Thanks to the integrated AI software, the machines know what the consumers are buying at what time. With this new knowledge and the targeted promotions, the advertising and product sales of a snack and drinks machine can be increased by 50% and more. The software also allows other applications that promote product sales: vending machine operators can also use additional features such as gamification options.

Stores become 24/7 shops

The financial success of the company, founded in 2017, shows that Invenda's smart vending machines are popular: Brezinski and his team tripled revenues last year last year. Mars Wrigley's, one of the largest players in retail automated services, has already bought over a thousand machines. The advantages are obvious: "We have an inexpensive IoT solution in a modern and secure machine that will replace many of the 15 million overhauled machines in the next few years. Our machines are already in use at airports, fitness centers, hotels or zoos, and now petrol stations, exposed train stations and shops can also make their products available outside 24/7," says Brezinski about the new product.

Vandalism has no chance

Invenda's outdoor machines only differ externally from their indoor counterparts. They can withstand wind and wet weather, as well as vandalism. With a 5mm thick touchscreen of the type 4x4MM Invenda has developed and installed an absolute state-of-the-art product. Invenda's hardware engineer Igor Baranovski says: "We aim to make our machines so robust that vandals are deterred from the start or realize that it takes too much time to break into one of our machines." In addition to the safety glass, the lock is also designed for this environment. The multi-point lock with swivel handle and half cylinder, and the possibility of attaching an

additional padlock should deter every MacGyver among the vandals. The optical sensor, which reacts to people approaching the machine, will also act as a deterrent.

In addition to these features that make the vending machine even safer, the Outdoor Vending Machine has other advantages over traditional vending machines: The touch screen is designed to work in all kinds of light conditions without limiting visibility.

About Invenda Group AG

Invenda Group AG was founded in 2017 by managing director Jon Brezinski and is headquartered in Lucerne. It specializes in the development of software and hardware for automated retail such as vending machines, kiosks, digital signage, as well as additional, sales-promoting marketing concepts and big data projects. Thanks to their smart IoT solutions, they enable customers to increase sales by an average of 50% due to increases in product and advertising sales. Advertising, sales, inventory control and logistics become more efficient and cost-effective with Invendas software. Invenda sells new machines with integrated software solutions or upgrades existing machines with their retrofit kit. Invenda's innovative solution has already received the prestigious EVEX Award from the European Vending Association.

Its partners include Microsoft, Intel, First Data, BLOCKv and other technology companies. Existing customers are Coca-Cola, Mars Wrigley, Lindt & Sprüngli and others. Although Invenda Group AG operates worldwide and has offices in Switzerland, Serbia and Hong Kong, and Sweden.

Image Outdoor Machine Invenda:

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