



Content Development for VendCast ICR

A Streamlined Approach to Content Development for Next-Generation Vending

As cashless transactions define a new frontier in vending and become an increasingly vital part of the consumer experience, the ability to dynamically customize the user experience is a key competitive advantage.

Isochron's revolutionary VendCast Interactive Cashless Reader (ICR) provides an unparalleled solution for integrating highly flexible, marketing-driven, dynamic multimedia content in the user experience. In contrast to traditional payment systems that use fixed messaging and allow little or no interaction with the customer, the ICR interface empowers vendors with the ability to target users with a rich mix of interactive content that can be designed to guide sales and increase customer loyalty.

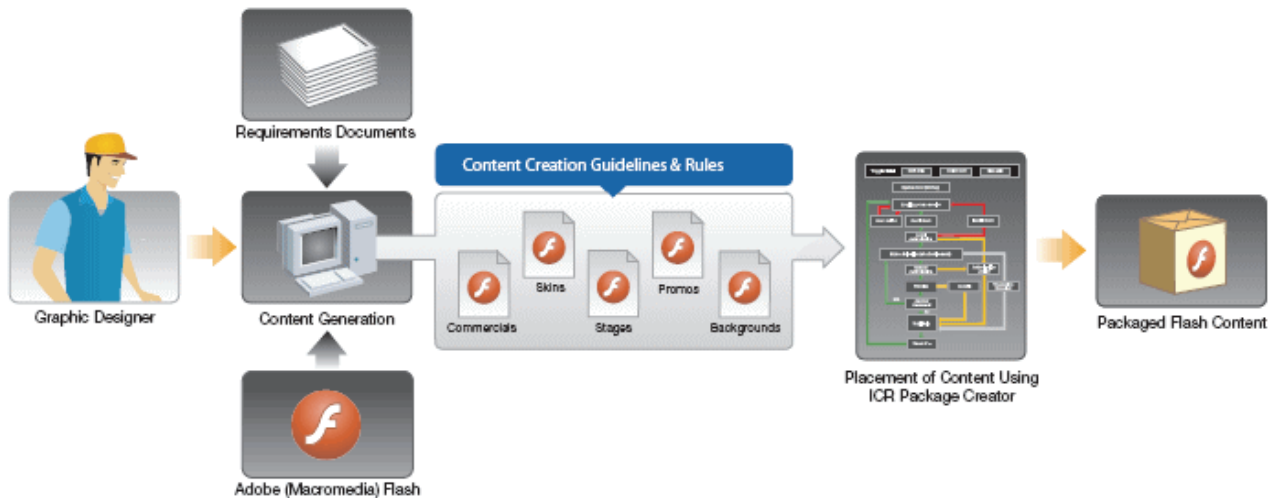


Technical Highlights:

- ◆ Well-designed workflow for easy and flexible content development
- ◆ Robust set of content types for a rich mix of interactive content
- ◆ Fast and easy delivery of content enables quick marketing-driven updates

Flexible Development Workflow and Interfaces

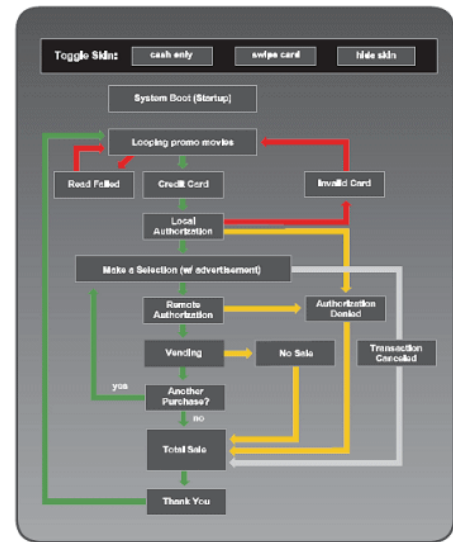
At the heart of Isochron's ICR solution is flexible authoring solution that allows content developers to easily define a user experience and purchase flow. Isochron has built a unified platform that leverages industry-standard, best-of-breed technologies for content development and provides a streamlined development platform to efficiently move from design to delivery.



Interactive multimedia content on the VendCast ICR is based on the industry-standard Adobe (Macromedia) Flash — content developers enjoy the creative flexibility of authoring rich, interactive Flash movies without the overhead of learning a new, proprietary development environment. Content packaging is equally straightforward with Isochron's ICR Package Builder application that simplifies the process of building content into an interactive workflow package for integration into the VendCast ICR.

Flexible Development Workflow and Interfaces

A number of content types can be built into the ICR Package to customize the consumer's purchase experience:



- ◆ Skins enable a custom graphical appearance that can be modified based on seasonal or product-specific requirements.
- ◆ Rotating Commercials designed around targeted marketing campaigns can contain advertisements, announcements, or messages.
- ◆ Promotions can be used to provide dynamic multimedia-based messaging, for increased product or brand awareness.
- ◆ Stages allow customization of individual workflow properties, such as font type, size, and placement, color, and other special font attributes (marquees, for example)

Once Flash content is created, it can be easily built into a package for integration in VendCast ICR using Isochron's ICR Package Builder. The easy-to-use interface is structured around key stages of the consumer purchase decision, which cover a range of transaction and product selection options. Content developers can easily define content properties at each stage, which includes promotion assignment, opportunities for workflow-based messaging, localization and language options, and targeted promotions.



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