

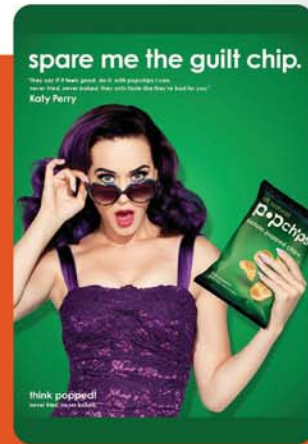
**ENGAGE** consumers and grow sales with more advertising opportunities throughout the shopping experience

# MEDIA2

**CONTINUOUS LOOP**  
Plays when machine is idle to attract new consumers

**FIRST SCREEN TOUCH**  
Plays on first screen touch to drive impulse purchases

**VEND DELIVERY**  
Plays at product delivery to boost recall and loyalty



**POWERFUL PERFORMANCE.  
ENGAGING EXPERIENCE.**

**ATTRACT** >  
**ENGAGE** >  
**SELL** >

Retain current locations.  
**WIN NEW ONES** with custom graphics applied to MEDIA2.



**MEDIA2** > VISIT [CRANEMS.COM/MEDIA2](http://CRANEMS.COM/MEDIA2) OR CALL 800-621-7278 TODAY



# THE Power **2** OF

Discover the power of MEDIA2 – a robust unattended merchandiser that delivers an enhanced retail customer experience with exceptional selling features that drives more sales.

## Faster Performance

Delivering unparalleled speed, reliability and screen responsiveness.

## Increased Sales

Suggestive selling and digital advertising drive impulsive and multi-product sales.

## Larger Screen

A larger 9" touchscreen with full-motion video attracts and engages consumers.



## ENGAGING EXPERIENCE

**INCREASE** sales with the most sophisticated unattended sales machine on the market

### SUGGESTIVE SELLING

Suggestive selling with MEDIA2 **MORE THAN DOUBLED** targeted item sales over a 4 week period. Adding Selection Ads along with Shopping Cart Suggestions, the average daily product sales of target products **INCREASED 166%**.

### MULTI-VEND INCREASE

Cashless Multi-vend transactions averaged **12% HIGHER** in MEDIA2 than original MEDIA.

### OVERALL SALES COMPARISON

MEDIA2 features new and improved promotional selling features to deliver advanced promotions to your consumers.



## POWERFUL PERFORMANCE

**ADVANCE** to future generation technology today, with MEDIA2

### REMOTE MANAGEMENT

Manage machines over the air with **simplifi CONNECT PLUS** for price changes, planograms and nutritional information.

### IMPROVED SERVICEABILITY

Remote configuration and OTA delivery for planogram and price changes **saves you time and money**.

### INCREASED SCREEN RESPONSIVENESS

Featuring a new browser design, MEDIA2 increases screen responsiveness giving users a **significantly improved user experience**.

### REDUCED BOOT TIMES

MEDIA2 boots in less than a minute **reducing boot times by 66%**.

