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(54) Title: DYNAMIC GRAPHICAL DISPLAY FOR A BEVERAGE DISPENSING SYSTEM

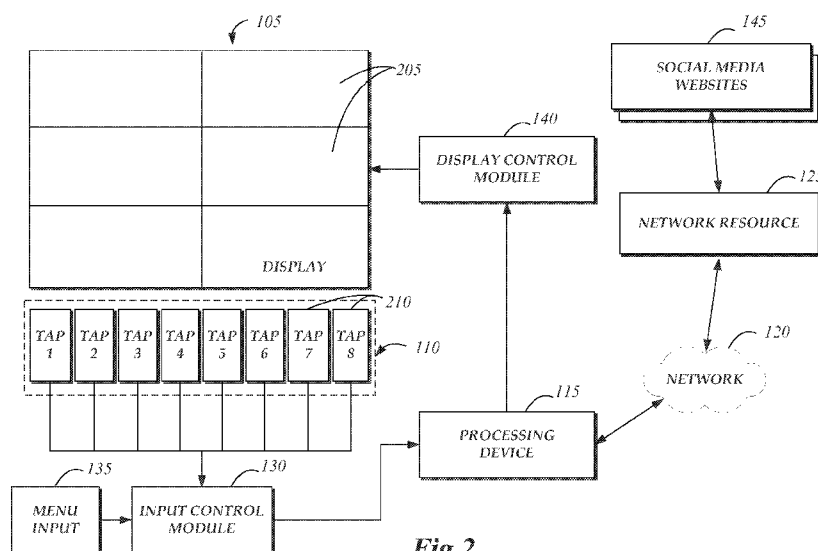


Fig. 2.

(57) Abstract: Systems and methods are provided for generating a dynamic graphical display for use in a product dispensing system, wherein the content of the display is dynamically generated based, at least in part, by the dispensing of a product. The product dispensing system can be a beverage dispensing system. When an operator activates a product dispenser to dispense a product, product imagery and/or related information may be dynamically generated and presented on a graphical display. A product dispensing and display system can include multiple product dispensers (for example, beverage taps) and an associated display for displaying dynamic digital content (such as visual and/or audible content) based on information received from the product dispensers and/or other input sources.



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