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(54) Title: DYNAMIC DEVICE AND METHOD FOR DISPENSING MACHINES

(57) Abstract: The present invention relates, in general, to dispensing machines and methods and, more particularly, to dispensing machines capable of dynamic-content presentation and methods of using dispensing machines capable of dynamic-content presentation. The dispensing machine includes a content display unit that communicates with a display controller, visually displaying dynamic-content. The controller may comprise a timing means, altering the visual display as a function of the timing means. The display controller adapted to receive, store, and display dynamic-content from a plurality of servers, comprising a hierarchical control scheme to select dynamic-content from one server of the plurality of servers for display. The device may comprise a plurality of display controllers, each display controller having a type identifier, wherein each selects dynamic content for display on its content display unit as a function of the type identifier.



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