

Building

CONNECTED

Experiences



CRANE MERCHANDISING SYSTEMS



Building A Connected Partnership



Building Off History

Throughout its history, Crane Co. has had an unwavering commitment to the words and ideals of our founder. That commitment has guided our actions since 1855.

"I am resolved to conduct my business in the strictest honesty and fairness; to avoid all deception and trickery; to deal fairly with both customers and competitors; to be liberal and just toward employees and to put my whole mind upon the business."

R.T. Crane
 R.T. Crane, Founder of Crane Co.
 July 4, 1855

Partnership Connected To Action

As your dedicated partner, we believe in being a resource for your success. Our approach is driven by our values and passion to create meaningful results for your business. To that end, we embrace a vision that focuses on technology, innovation, progress, service, security and community.

CRANE MERCHANDISING SYSTEMS

Building

ENGAGING

Experiences

MEDIA2



Merchant Ambient 6-Wide



Merchant Combo 6-Wide



BevMAX 9-Wide



Faster Performance

MEDIA2 delivers unparalleled speed, reliability and screen responsiveness with significantly faster boot-up time while engaging consumers with suggestive selling and more digital advertising opportunities to drive sales.



Greater Engagement

MEDIA2 has a larger touch screen that engages consumers with suggestive selling, digital advertising and full-motion video that drives multi-product sales.



Flexible Payment

Capture every sale with the most payment options including mobile, credit card, cash, coin—even loyalty and campus cards.



Managing Effectively

Reduce costly trips to machines with Simplifi™ Connect Plus, our web-based software that allows you to remotely change prices and planograms, update nutritional information, receive performance alerts and view data analytics.

A Machine for Any Space

All MEDIA2 machines are also available in narrow options. Visit cranems.com/media2 for more information.



Powerful Performance

Engage consumers with MEDIA2 and drive sales more than 25% over all other vending equipment.

Building CUSTOM Experiences

Versatile Shelving Configurations

Our shelves adjust in 1/2 inch increments for various snack, candy, beverage, sandwich, and non-traditional items to give you the greatest flexibility in product offering.

Flexible Payment Options

Accept everything in consumers' pockets including coins, bills, credit cards, mobile payments, campus and loyalty cards. Track and manage it all with Simplifi Connect Plus.



See pages 14-15 to learn about payment integration with Simplifi Connect Plus.



Design Something New

Utilize Crane's graphic design service and create a custom storefront to enhance a location or promote your brand. Contact your area sales representative to request custom graphics.

Multiple Consumer Interfaces

Choose from our first generation 3.5-inch screen and keypad, or optional 7-inch touch screen. Add more value with MEDIA2 which includes a 9-inch touch screen with full-motion video and an updated consumer interface.

Non-Traditional Vending

Expand your business by offering vending as a solution to non-traditional items like medical supplies, tools, towels, shirts, earbuds, phone chargers, and cosmetic and personal care items.



Additional Equipment

Shopper: Flexible Merchandising Options

Designed to meet the varying needs of a 24-hour refreshment service, the Shopper's flexible configuration allows for anything from plated meals to sandwiches and small snacks.

BevMAX 4: The Classic Choice

With up to 45 selections and a 360-bottle capacity, the BevMAX Classic meets the needs of both bottlers and vending operators. Add retrofit cashless and connectivity to make sure you can accept any payment form.



Shopper

BevMAX 4
9-Wide

BevMAX 4
7-Wide

Reach New Audiences

Provide custom experiences for consumers with the most versatility in the industry.

Building

CONVENIENT

Experiences

Coffee

Barista-Quality Coffee
Served Every Time



VOCE
MEDIA by CRANE



COTI
by CRANE



Coming Soon!
CALI
by CRANE



Coming Soon!
LINEA
by CRANE

A Machine For Any Location

Delivering the perfect cup of coffee is easy when you offer a one-stop coffee shop experience with our elegant and completely customizable machines. The stylish, robust exterior and optional custom graphics make coffee by Crane the perfect solution for any location.

Operational Efficiency

All our freestanding machines are equipped with a cup capacity of up to 800 cups and large ingredient canisters to ensure the consumer's favorite drink is always available. They also feature an intelligent cleaning system that includes an internal water hose that dispenses hot water so servicing the mixing bowls is quick and easy.

Interactive Interface

Captivate interest immediately with high definition touch user interfaces and displays. Robustly engineered with state-of-the-art technology that allows you to remotely change pricing, recipes and screen content, our coffee machines bring consumers barista-quality coffee and the ability to customize their drink through the intuitive retail workflow. Our quality and consistency is in its simplicity, all machines use the same components throughout our range.



Building

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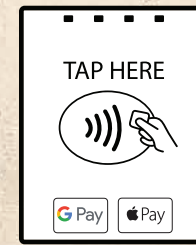
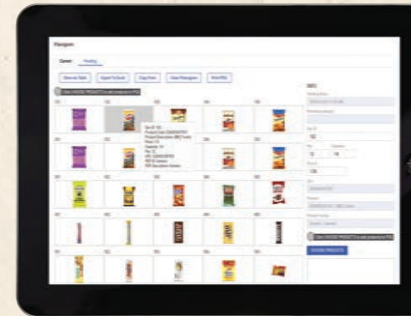


Your Leading Full-Service Vending Solutions Provider



Remote Management

Manage machines over the air with Simplifi Connect Plus for price changes, planograms and digital content



Integrated Cashless Payment

Capture every sale with an intuitive cashless payment solution, including loyalty and campus cards



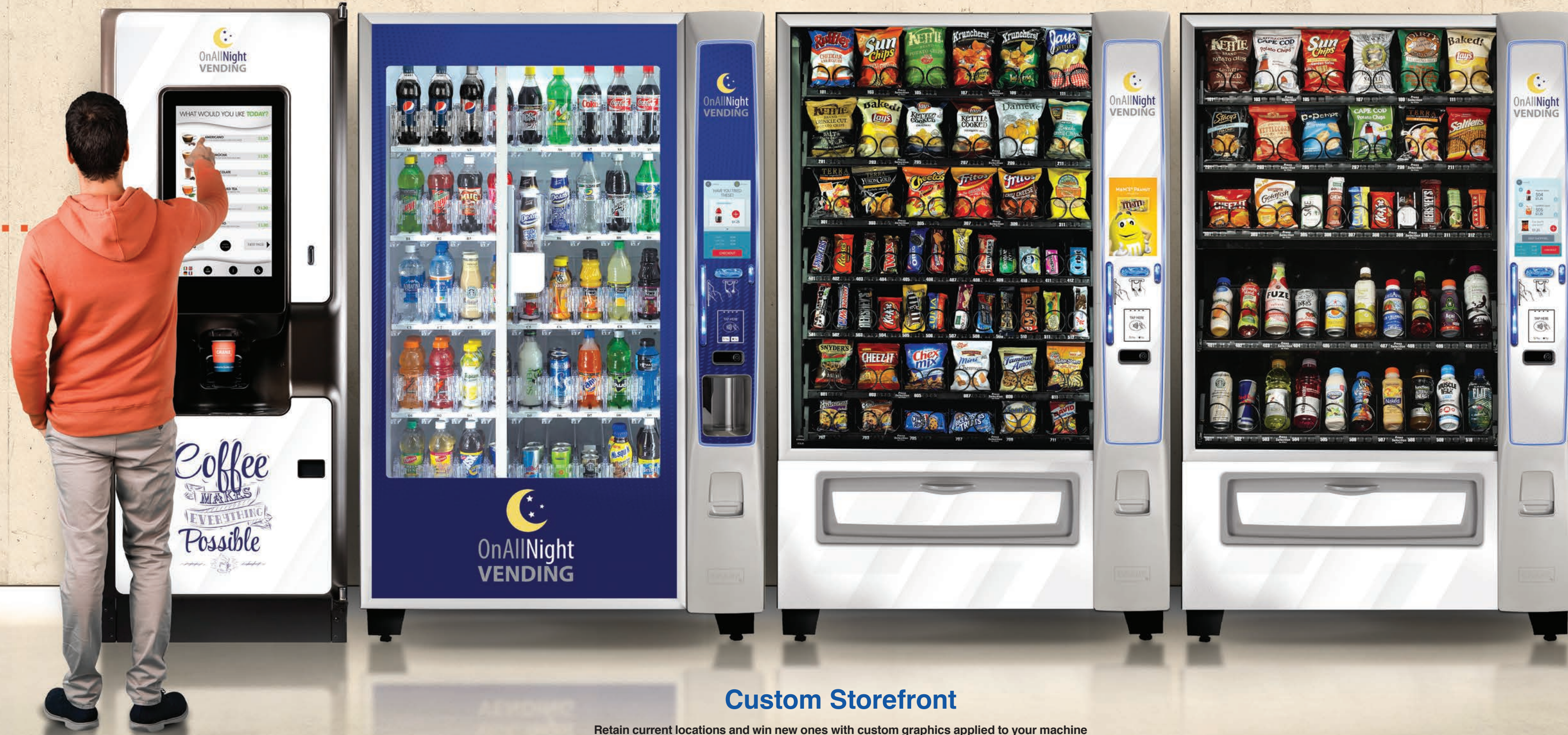
Coffee Shop Experience

The 21" touch screen features a retail-style coffee menu that is fully customizable, along with full HD video capability to attract and engage



Barista-Quality Coffee

A barista experience is at your fingertips with freshly brewed drinks that feature unmatched quality and customization options



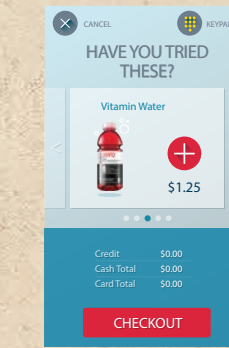
Custom Storefront

Retain current locations and win new ones with custom graphics applied to your machine



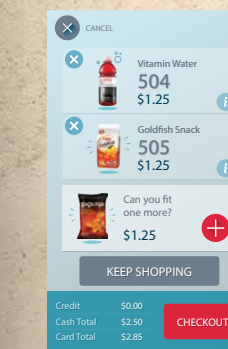
Digital Advertising

Encourage sales while building brand loyalty



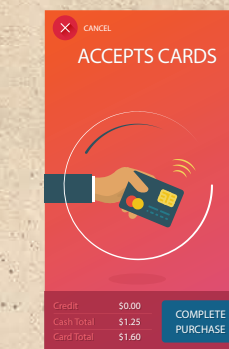
Suggestive Selling

Expose consumers to new products, complimentary items, or promote slow movers



Shopping Cart

Enable multi-product purchases with one, simple transaction



Full-Motion Video

Engage consumers with large touch screens featuring full-motion video capability



Building

PROFITABLE

Experiences

CRANE CASHLESS



The Most Options In Cashless Connectivity

Operator Benefit

Choosing Crane Cashless means getting 35+ percent sales lift for the life of the machine with a minimal investment. Bundle best-in-class hardware with the most sophisticated enterprise software for any machine in your fleet, and grow your business today.

Zero Down

Get connected today with no money down and immediately benefit from the sales lift that comes with connectivity. Contact your sales rep for more information.

Consumer Engagement

Cash in on connectivity and interact with consumers by leveraging screen hardware and Crane Media Network. See pages 16-17 for additional information.

Payment Flexibility

Capture every sale with the most payment options including mobile, credit card, cash, coin—even loyalty and campus cards.

Choose What Works Best For Your Business

Cashless Readers	CPI 4in1 +	Swipe & Tap			
Mobile Pay	Apple Pay	Google Pay	Samsung Pay	CPI e-vending	PayRange
Networks	AT&T	Verizon	T-Mobile	MESH	
Premium Services	Blackboard	CBORD	Loyalty Cards	Apple VAS	Digital Advertising
Processors	Worldpay	Heartland	Apriva		
Radios	4G LTE	GSM	MESH		
Screens	MEDIA2	MEDIA	Navigator Touch		
Telemetry	Navigator	MEDIA	CORA		

MEET CORA

Connectivity Solved

As an upgraded hardware solution, CORA enables acceptance of more payment forms, offers secure *Bluetooth*® DEX, and reduces missed sales with increased signal strength.



The Antenna

Engineered by Crane, CORA's state-of-the-art, high-performance 4G LTE antenna exceeds carriers' performance specifications and performs 30 percent better than competitors without any additional hardware.



It's Fast

CORA's enhanced processor and increased memory allows for quicker boot-up time, 50 percent faster activation, and faster transaction processing while its magnetic mounting, simplified cabling and cable-locking connectors improve installation over competitors.



Powered By *Bluetooth*®

With *Bluetooth*® Low Energy (BLE), driver and technician interactions with the machine are streamlined through Simplifi Mobile, while BLE enables PayRange acceptance on every device with no additional hardware costs.



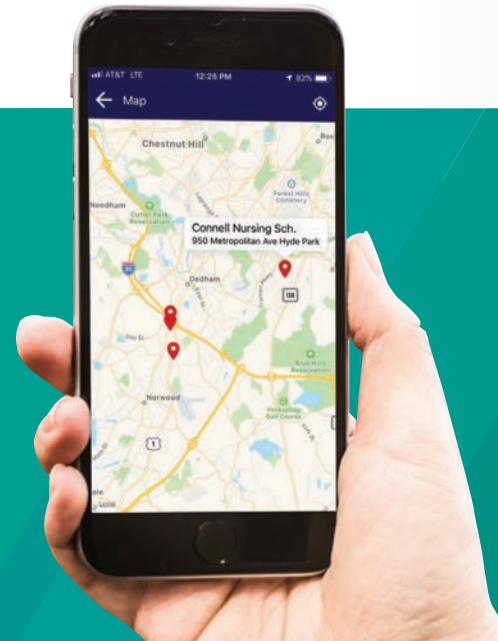
Secured By Crane

When your data and your customer's data is Secured by Crane, you have peace of mind knowing CORA's embedded security features are protecting sensitive information and data at all times.

Building EFFICIENT Experiences



As a next-generation cloud software solution for connectivity and enterprise, the Simplifi platform empowers electronic payment, health and remote management, business operations and mobile apps.



Manage Your Business On The Go



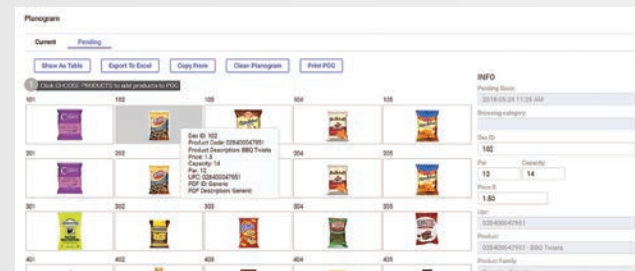
Powerful cloud-based reporting and device configuration portal

- Performance tracking for cash and cashless sales
- Deposit reporting for easy and transparent reconciliation
- Proactive, real-time machine alerts drive effective service management and improved customer service



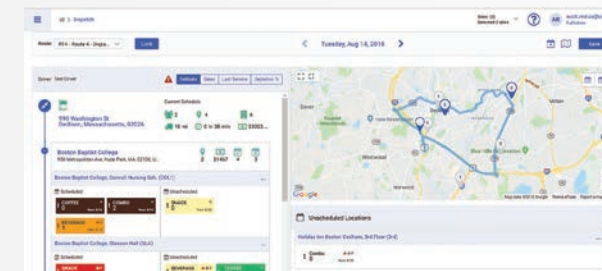
Leverage the Over-The-Air capabilities of your connected assets with unprecedented speed and efficiency

- Remote price changes to increase sales without costly visits to the machine
- Configure planograms and update product images and nutrition information over the air
- Deliver your own ads and custom messages to drive consumer engagement and loyalty



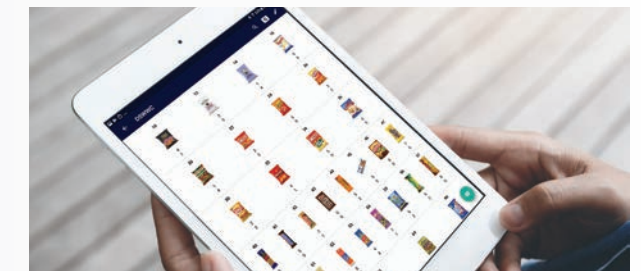
Answer the most critical questions for your business—with access to your data anywhere, anytime and from any device

- Optimize routes with dynamic scheduling and pre-kitting
- Ensure proper accountability with cash management tracking
- Gain data insights from intelligent dashboards and self-service reporting



Perform route driver and field service tasks efficiently with an intuitive, powerful mobile app

- Simplify the day for your drivers and technicians, and experience improved productivity, accuracy and customer service
- Easy access to tools and information to manage your connected network of devices
- Works with Apple and Android smartphones and tablets with cellular and Wi-Fi to give you all the flexibility you need



Building

POWERFUL

Experiences



Generate New Revenue Streams With Digital Advertising



If you have a connected machine with a screen and carry these popular products, then you are missing out on some easy revenue.

- 60+ campaigns with 50+ brands
- Offset a portion of monthly connectivity fees
- From 2016-2018, operator ad revenue totaled more than \$250,000

Here's How It Works:



Carry the product in your machine

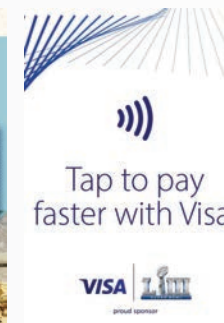
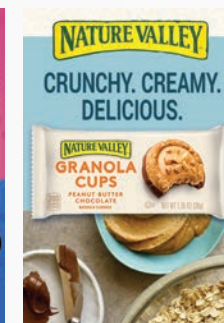
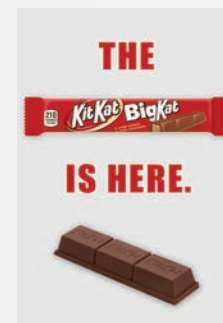
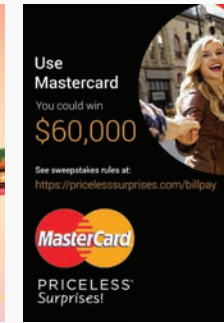
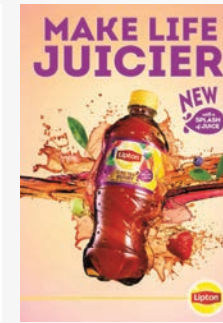
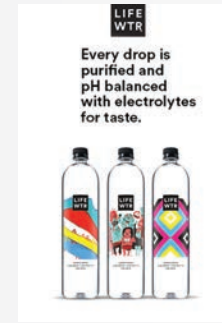
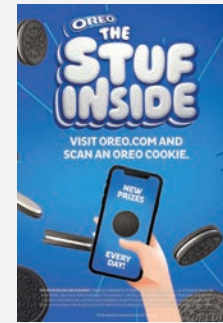
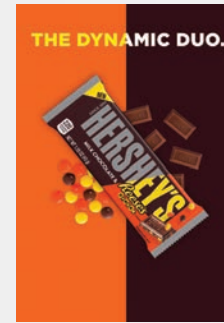


Connect the machine to receive the ads over the air



Collect the revenue. It's that simple!

Contact your sales representative today to find out how you can benefit from digital advertising.



Building

INNOVATIVE

Experiences



Payment Innovations

Connected Cash

The Talos™ bill validator and the Gryphon™ coin changer, enabled for data sharing with mobile devices, function as the next generation of cash hardware solutions, only smarter. Equipped for connectivity, your payment hardware is ready to share data for mobile diagnostics and troubleshooting.



Talos™ Bill Validator

Built on a legacy of over 20 years of MEI reliability and performance, Talos is the latest in innovative note validation. With an enhanced sensor platform, Talos ensures industry leading acceptance speed and the ultimate security with instant rejection of all known frauds.



Gryphon™ Coin Changer

Built on the MEI legacy of coin changers and enhanced with CPI patented coin sensing technology, Gryphon is the next generation of coin validation. With 3 motors and 6 tubes, Gryphon exceeds expectations in speed, reliability and configuration options.



CPI Synq Module

Connect your new cash hardware with CPI Synq and enable your payment devices for mobile connectivity. With a wireless, on-site connection, CPI Synq shares cash hardware data with the Simplifi mobile app for onsite diagnostics and troubleshooting to eliminate unnecessary service calls. CPI Synq is the key to smarter cash hardware and simpler business management.



Talos Recycler

Improve vending location sales by upwards of 15 percent with the Talos note recycler, which accepts \$1, \$5, \$10, and \$20 bills. The Talos recycler also stores either \$1 or \$5 bills to give to consumers as change, rather than coins, and can be added at any time to the Talos bill validator at participating service centers.



4in1 + Bezel

The 4in1 + card reader accepts cash, CPI coupons, magnetic cards, contactless cards, ApplePay, GooglePay and SamsungPay. As consumers demand more options than ever, operators can replicate the retail experience by allowing customers to pay with whatever form of payment they prefer.

Equipment Specifications

MEDIA2

Merchant Ambient	Model 186 4-wide	Model 187 6-wide
Height	72"	72"
Width	33"	44"
Depth	39"	38"
Weight	510 lbs.	610 lbs.
Electrical	115 VAC, 60 Hz, 3A	115 VAC, 60 Hz, 3A
Selection	35 – 56	58 – 84

Certifications UL, cUL, CE, FCC, NAMA

Merchant Combo	Model 471 4-wide	Model 472 6-wide
Height	72"	72"
Width	33"	46"
Depth	33"	33"
Weight	629 lbs.	729 lbs.
Electrical	115 VAC, 60 Hz, 8A	115 VAC, 60 Hz, 8A
Selection	38 – 48	58 – 72

Certifications UL, cUL, CE, FCC, NAMA, DOE

Refrigeration R-134A CFC-Free Gas **Operating Environment** Indoor Use

BevMAX	Model 3800-6 7-wide	Model 5800-6 9-wide
Height	72"	72"
Width	39"	47"
Depth	32"	32"
Weight	545 lbs.	764 lbs.
Electrical	115 VAC, 60 Hz, 10.2A	115 VAC, 60 Hz, 10.2A
Selection	35	45

Certifications cUL, FCC, DOE, Energy Star **Refrigeration** R134a and R-290*

*UL/Ashrae placement restrictions apply in US jurisdictions.

Additional Equipment

BevMAX 4 Classic	7-wide	9-wide
Height	72"	72"
Width	39"	47"
Depth	32"	32"
Weight	545 lbs.	764 lbs.
Electrical	115 VAC, 60 Hz, 10.2A	115 VAC, 60 Hz, 10.2A
Selection	35	45

Certifications cUL, FCC, DOE, Energy Star

Coffee

VOCE MEDIA	Specifications
Height	72"
Width	28"
Depth	31"
Weight	426 lbs.
Electrical	115 VAC, 60 Hz, 12A
Water	29-87 psi (2-6 Bar)
Cup Capacities	630 7 oz.; 588 9 oz.; 360 12 oz.; 285 16 oz.
Certifications	UL, cUL, FCC, NAMA

COTI / CALI	Specifications
Height	72"
Width	28"
Depth	31"
Weight	406 lbs.
Electrical	115 VAC, 60 Hz, 12A
Water	29-87 psi (2-6 Bar)
Cup Capacities	630 7 oz.; 588 9 oz.; 360 12 oz.; 285 16 oz.

LINEA	Specifications
Height	28" (33" with bean hopper)
Width	20"
Depth	24"
Weight	121 lbs.
Electrical	115 VAC, 60 Hz, 12A
Water	29-87 psi (2-6 Bar)

Shopper	Specifications
Storage Area	7.25"W x 16"D x 35"H
Height	72"
Width	38"
Depth	31"
Weight	710 lbs.
Electrical	115 VAC, 60 Hz, 12A

Certifications UL, cUL, CE, FCC, NAMA

Note 15A Circuit Required





CRANE[®] MERCHANDISING SYSTEMS