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Outdoor-certified
Remote-managed
IP55 rated

Outdoor Vending Machine

A 46-inch touchscreen, remote fleet management, and two revenue streams for outdoor locations. Built for rain, dust, cold, and heat.



Why OVM

Built for outdoor locations that need to do more

Transit hubs, leisure and shopping centers, education and street-level locations attract more footfall than almost any indoor space, but traditional outdoor machines leave most of that revenue on the table.

OVM changes that. It puts a 46-inch digital interface in outdoor environments built to handle heavy footfall, delivers the same digital shopping experience as a smart indoor machine, and runs on the same Invenda software platform that manages your entire fleet from one dashboard. Whether you want to extend smart vending outdoors or build an outdoor-first business, OVM is the way to go.

60%
higher sales



30%
fewer technical interventions



100%
remote planogram and price control



Stronger sales per machine.
Less manual intervention.
Full remote control.
And a second revenue stream from the screen.



additional revenue from advertising

Ad

Built to perform outdoors. Designed to do more than dispense.

OVM is engineered to operate where other machines stop. Every component is selected and sealed to perform through weather, vandalism, and heavy daily use, while delivering the same retail-quality experience that drives higher sales.

IP55-rated enclosure, protected against dust and water jets from any direction.

Operates in ambient temperatures from 23–104 °F (-5 to 40 °C), offering reliable cooling through winter cold and summer heat.

Reinforced chassis built to resist vandalism and the physical demands of high-footfall outdoor locations.



46-inch high-brightness touchscreen tuned for demanding, variable outdoor conditions and optimal touch performance.

Up to 8 trays and up to 64 selections for flexible product ranges suited to high-volume outdoor locations.

Accessibility mode that keeps all selections reachable from the lower part of the screen.

EU (CE) certified and IP55 rated: compliant and ready for outdoor deployment across European markets.

Contactless payment via card, phone, or QR-based flow. No cash handling required.

Optional: Age verification available as an option for age-restricted products.

Ethernet, Wi-Fi, and 4G on demand for connected fleet management.

Fully brandable: screen and full-body wrap.
Custom screen themes, branded interfaces, and machine wraps that reflect the identity of the venue or partner.

CE IP55 -5 to 40 °C





One machine.
Two ways to earn more.

High footfall is only valuable if you convert it. OVM turns outdoor traffic into two independent revenue streams: stronger product sales through a digital shopping experience, and advertising income from the screen.

Sell more from the same footprint

Traditional outdoor vending is limited to what sits on the tray. OVM adds a digital sales layer that helps each location sell more from the same machine.

Run **combo deals, bundles and time-based promotions** that increase basket size. A single-item purchase becomes a multi-item basket.

Adjust **prices and planograms remotely** when a product or promotion underperforms. No field visit needed.

Keep the shopping journey active from browsing to checkout instead of relying on a static product list.

Use **richer visuals and product animations** on the 46-inch touchscreen to draw attention to high-margin items. In market tests, featured-product sales at least doubled.*

Use o**n-screen product information, recommendations, and cross-sell prompts** to increase basket value.

Same footprint.
Higher conversion.
Bigger baskets.
More revenue per machine.

* Based on customer deployment data.



Turn the screen into a second revenue stream

Outdoor locations attract high daily footfall, and a 46-inch screen running all day is a premium advertising asset. OVM turns that screen time into advertising revenue with no added operational work.

Run **full-screen campaigns and banners** for brand partners and third-party advertisers, managed from one dashboard.

Update campaigns remotely by machine, site, region, or across the fleet.

Generate advertising revenue with minimal effort, thanks to programmatic demand integrated through major DOOH platforms.

Track engagement and performance data for every campaign, so media value can be measured and optimized.

Outdoor placements command premium rates from advertisers. High-traffic, high-visibility locations translate directly into stronger media value.

More product sales.
More revenue from the screen.





Manage the fleet from one dashboard

Our automated retail platform Luna, powering the OVM and all Invenda machines, replaces manual site-by-site work with remote control across the fleet. Price changes, planogram updates, promotions, and content launches happen without a field visit.

Update pricing, planograms, promotions, and on-screen content remotely, for single machines or across the fleet.

Monitor machine health in real time, from temperature and door status to component alerts, and get notified when something needs attention.

Use **predictive maintenance signals** to act before issues become downtime.

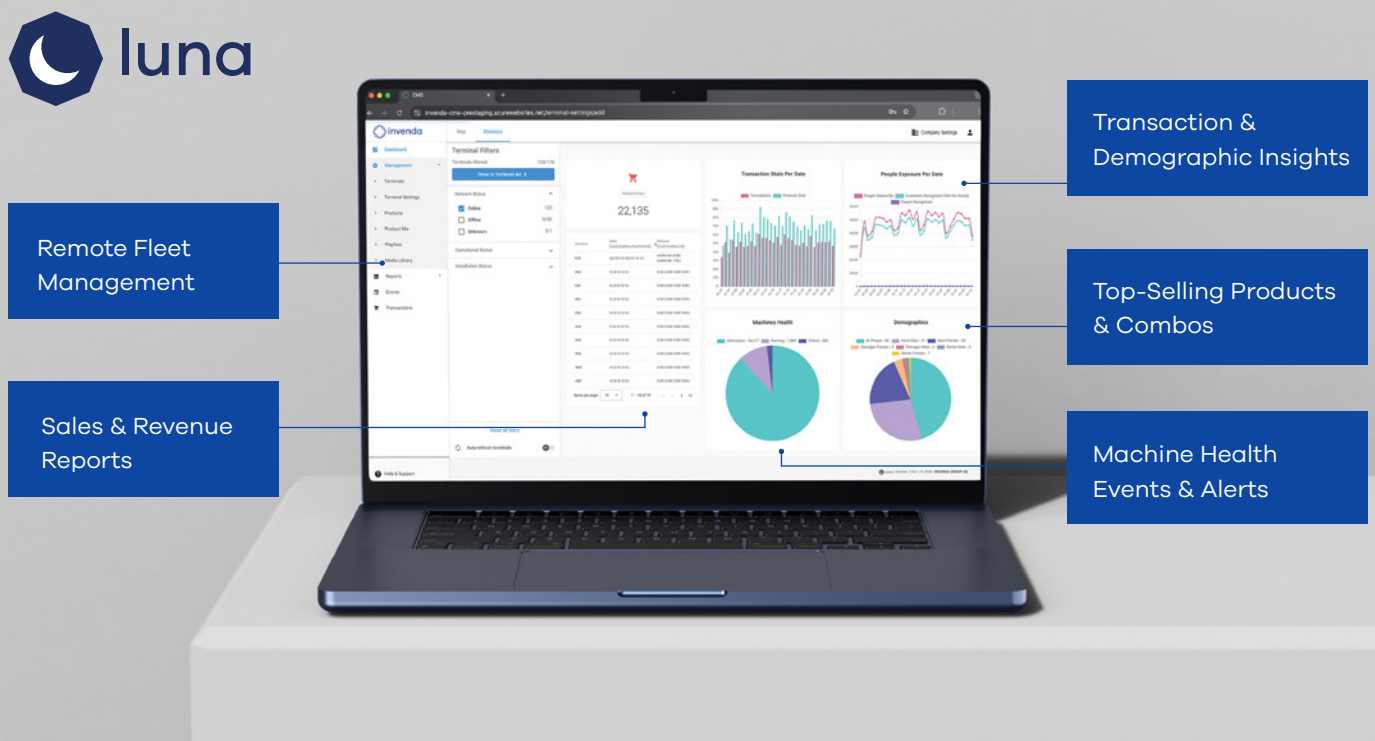
Compare **sales, conversion, and basket performance** by machine, location, and time of day.

Push **firmware and software updates over the air**. No USB sticks, no on-site intervention.

What do your machines already know?
Luna turns every purchase, every touch on the screen, and every shopper who stops in front of it into insight: which products sell together, what catches attention, and when each location earns most. Ask us what your data could show you.

Less time reacting in the field.

More time improving margins, uptime, and site performance.



Technical specification

Key hardware and software configuration at a glance.



Outdoor Vending Machine

Specification	Details
Device dimensions	L 40.00 in x W 36.77 in x H 77.56 in (L 1016 mm x W 934 mm x H 1970 mm)
Weight	1029 lbs (467 kg)
Touchscreen	46 in
Number of trays	Default 6
Selections per tray	Up to 8
Total selections	Up to 48
Product dispenser	Spiral
Remote temperature control (internal)	40–68 °F (4–21 °C)
Ambient operating range (external)	23–104 °F (-5 to 40 °C)
Weather & dust protection	IP55 rated: protected against water jets and dust ingress
Refrigerant	R290, R1234yf
Certification	EU (CE), IP55
Payment protocols	MDB, USB & RS-232. Third-party integration possible.
Optional optical sensor	People presence, people count, demographic estimate
Connectivity	Ethernet; Wi-Fi, 4G on demand
Operating system	Invenda OS running on Windows IoT Enterprise
Warranty	12 months

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Why Invenda?

Invenda builds high-quality smart vending machines and next-generation software, combining European hardware engineering with a platform created for automated retail and digital out-of-home monetization. Operators get one trusted partner for deployment, control and ongoing optimization.

7,500+
smart vending machines.

35MM+
transactions processed.

1.5MM+
monthly ad plays.

Trusted by the greatest brands

MARS · canteen · Coca-Cola HBC · MAAS TREAT YOURSELF WELL · GRUPO BIMBO · selecta · SIMPLIX SOLUTIONS · DIGGI 24 just take it



Next step

See what OVM can achieve for your locations. Review the right hardware and software configuration, assess pilot fit, and explore where OVM can add sales and advertising revenue.

Get in touch to discuss the right setup for your business:
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