



Wednesday, March 31, 2004

Vending machine offers DVD, video game rentals

By *Dawn Pauli*, contributing writer

There's a new vending machine in the **Oakland Center**, and it's offering more than soft drinks and candy bars.

With 630 titles of first-run movies and popular video games, Box Office Express dispenses rentals and collects them when they are due. A barcode tracks the rental products.

The vending machine, located on the main floor of the Oakland Center, is the first of its kind on a college campus.

"When a crowd formed to watch the installation of the vending machine, I figured I was on to something. There's a tremendous amount of interest for this type of service," said Richard Fekel, director of the Oakland Center. "Because of its convenience and location in the Oakland Center, I think it will be successful."

Application forms are available at the kiosk, and users set up accounts using a credit card. The cost for rentals is comparable to local rental stores. Before making a selection, users can view trailers right at the machine.

The **Oakland Center** is an auxiliary service and is charged with finding new ways to generate revenue. A vendor installed the machine on campus, and the university receives a portion of all rental fees.

SUMMARY

There's a new vending machine in the Oakland Center, and it's offering more than soft drinks and candy bars. With 630 titles of first-run movies and popular video games, Box Office Express dispenses rentals and collects them when they are due. A barcode tracks the rental products. The vending machine, located on the main floor of the Oakland Center, is the first of its kind on a college campus.

Created by CareTech Administrator (webservices@caretechsolutions.com) on Wednesday, March 31, 2004
Modified by CareTech Administrator (webservices@caretechsolutions.com) on Wednesday, March 31, 2004
Article Start Date: Thursday, April 1, 2004