



# IDC Red

Interactive Post-Mix Ice Drink Dispenser

Selling Guide



IDC RED



## Enjoy marketing power with reliability and unmatched user experience.

*Introducing the latest Cornelius innovation, IDC Red for Coca-Cola®. Featuring consumer-preferred digital touch screen merchandising combined with a Coca-Cola® specific experience—and over 3,000 flavor combinations your customers will love!*

- Easy to upload and update content marketing
- Set-up wizard makes it easy to install and trouble shoot, maximizing uptime
- Consumer-friendly dual touch screen and ergonomically-designed nozzles
- Modular design allows for easy access from front of unit
- Made from scratch-resistant materials for ease of cleaning

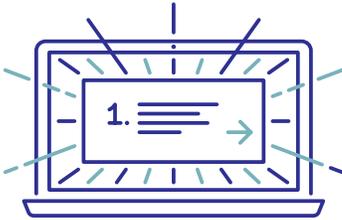


# IDC Red

## Interactive Post-Mix Ice Drink Dispenser

Selling Guide

It requires **powerful marketing capabilities** to stay competitive in today's marketplace. Over two-thirds of consumers said they had purchased a product or service because a sign caught their eye<sup>1</sup>, so **let our IDC Red help capture more attention** while enjoying the easy-to-use features and user-friendly interface.



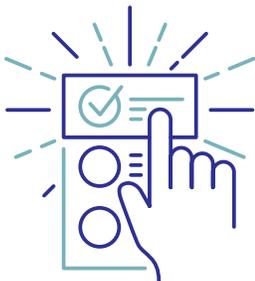
### On-Screen Assistance

Keeping things moving has never been easier. The on-screen set-up wizard makes for easy start up and on-screen trouble shooting ensures that down time is kept at a minimum.



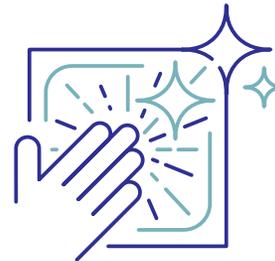
### Active Cooling Technology

Keep drinks cool and profits hot with active cooling technology. Deliver high-quality, temperature-controlled drinks every time to maximize customer satisfaction.



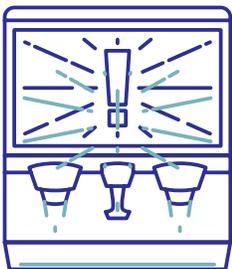
### Choices

To meet consumer demand for variety and customization, this solution delivers simultaneous dispense with 20 brands, 8 flavors, and over 3,260 combinations.



### Easy Access, Easy Clean

Simplicity takes center stage. Modular design allows for easy access from front of unit. Merchandiser and lower panel are made from scratch-resistant, easy to clean material.



### Endless Merchandising Opportunities with IDC Red

Draw customers in and keep their attention. Commercial-grade 32" HD promotional display video merchandiser delivers Coca-Cola brand marketing with eye-catching, ever-changing video content. The marketing opportunities are endless with a robust, user-friendly interface.

To learn more and see **IDC Red** in action, contact your commercial partner.