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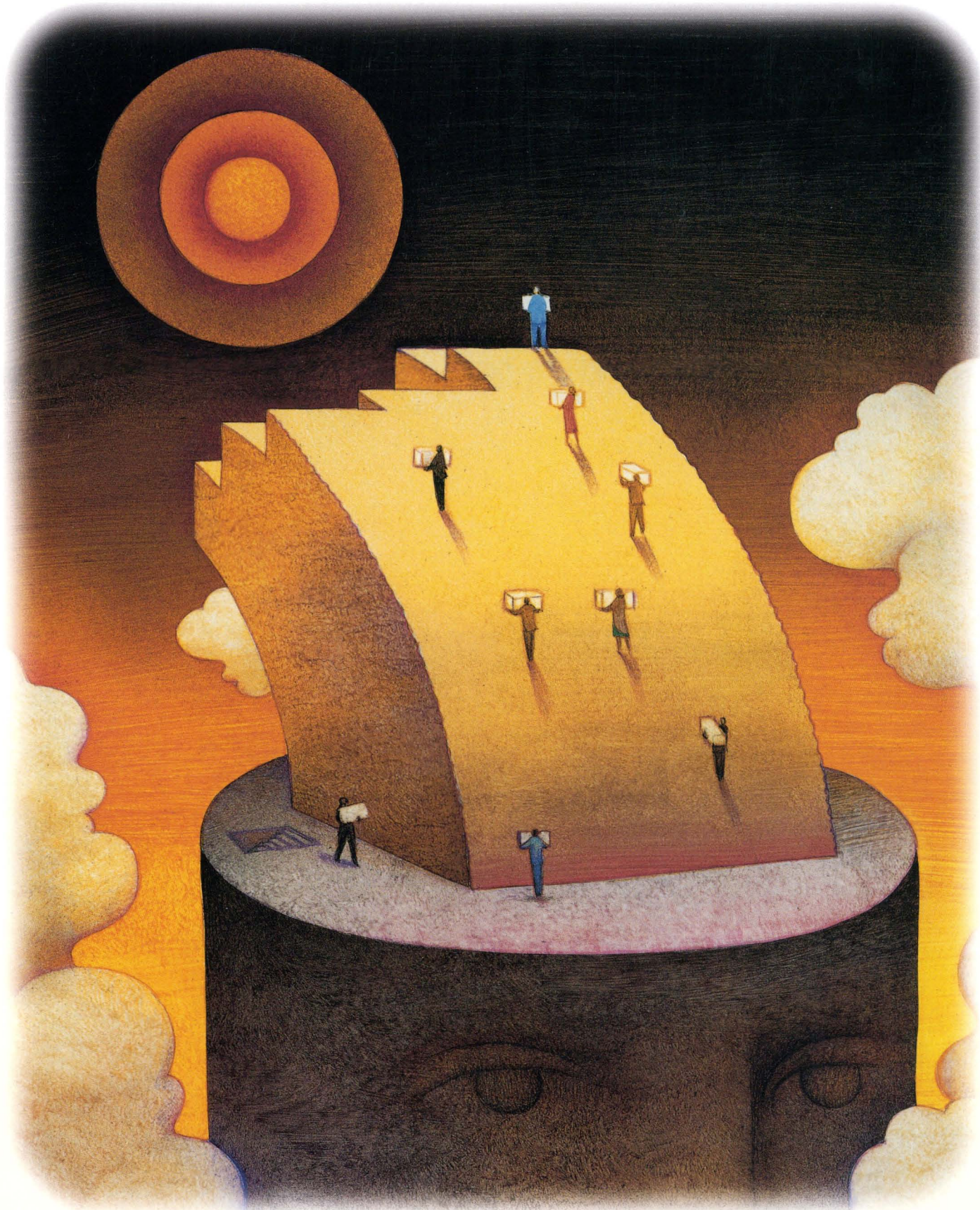
WORLD'S FIRST SOFTWARE VENDING MACHINE

The IBM Software Station is the industry's first "software vending machine", enabling customers to demo software, place orders and take delivery on demand, directly from the kiosk. Daily satellite transmission feeds ensure that the latest software version is always available and never out of stock. Currently under pilot programs in non-traditional retail outlets for software such as the Good Guys!, the kiosk offers the retailer high-volume selling potential from a compact foot print, while providing IBM with a much needed presence in consumer desktop application software.

OBJECTIVES:
To encourage acceptance of this new method of shopping for software, the kiosk needed to be eye-catching, future-oriented and state-of-the-art, yet approachable, friendly and easy to use. Functional requirements included the creation of a shell around IBM's pre-existing ATM-style kiosk which held a touch screen monitor, CPU and receipt printer, as well as interchangeable graphics and signage.

HIGHLIGHTS:
Utilizing space station and satellite metaphors, the IBM Software Station sought to create a striking, sculptural in-store presence for IBM, providing an efficient, educational and enlightening experience for the consumer.

♦ The consumer initially encounters the 10' high 4-sided Software Station logo, symbolizing the electronic delivery of software. A perforated steel ring displaying the dimensional Software Station logotype rotates in the opposite direction of the logo box, attracting attention with its movement while building strong name recognition. Referencing the clarity of the giant shoe as the symbol for the shoe-maker, four dimensional discs signal the arrival of a new way to shop for software.

♦ Functioning as a metaphor for satellite transmission, the aluminum circular faceplate and slotted "eggcrate" structure integrates header elements with the boxy form of the pre-existing ATM unit. Modular aluminum "tiles" function as interchangeable graphic panels, allowing promotional messages to be easily updated. A bright yellow concave oval bezel frames the interactive touch screen.

♦ Tapered cabinet panels serve to reduce the boxy shape, concealing the bulky hardware inside. Aluminum buttresses add stability to the kiosk base, while extending the "space ship" metaphor. The bowed base functions as a graceful kickplate easing the transition from the kiosk's vertical mass to the ground, while providing an uplifting effect symbolic of an object poised for take-off.♦
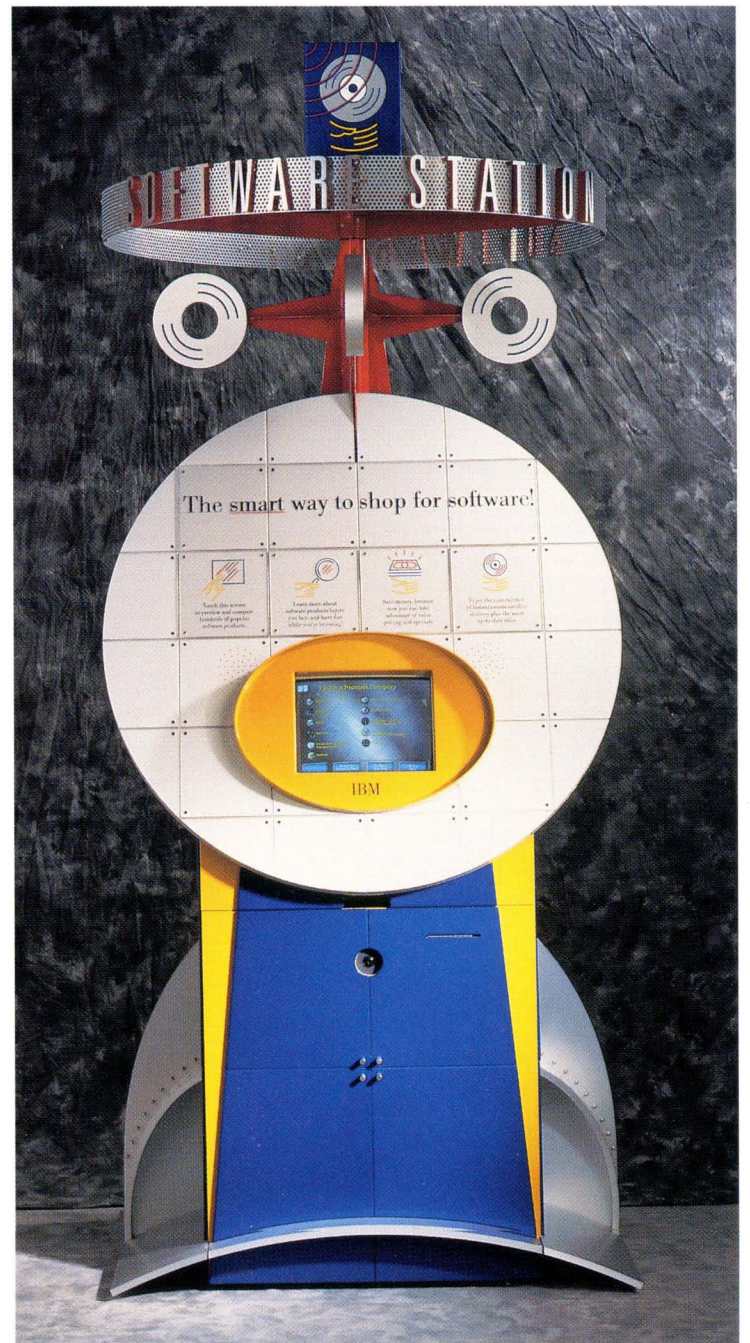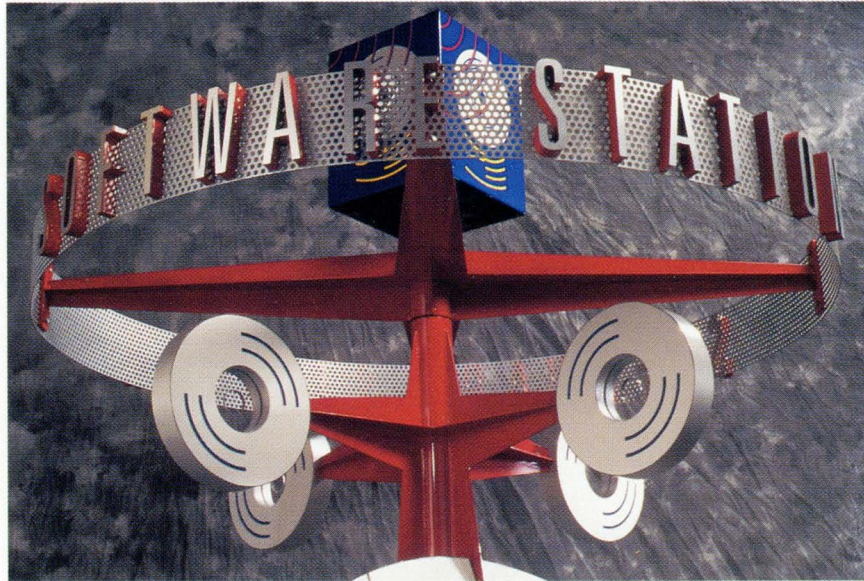
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