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Abstract
With the innovation of digital technology and diversified presentation of multimedia, more and more relevant issues have been brought up. Accordingly, the aim of this research is mainly to illustrate the integration of interactive video gaming device and beverage vending machine. The vending machine of lactobacillus compound beverage is demonstrated as the example. Moreover, consumers are not only able to be entertained by playing the games, but also comprehend the characteristics as well as the concepts which manufacturer promote. However, the advertisement of this design is different from the usual advertisement, such as TV commercial or plane poster. The framework of this design is expected to provide an alternative advertisement for advertisers and beverage manufacturers. Likewise, both consumers and manufacturers can benefit mutually. However, the outcome of this research is expected to be capable of facilitating designing camera game as well as other relevant study in the future.
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