

Contact Information:  
Maggie Palmer  
Communications  
VendScreen, Inc.  
(888) 748-4249 ext 805  
[maggie@vendscreen.com](mailto:maggie@vendscreen.com)



FOR IMMEDIATE RELEASE

## VendScreen™ Hires Vending Industry Experts Stephen Pasker and Erich Markee

*Stephen Pasker and Erich Markee join VendScreen, Inc., adding a combined 30 years of vending machine industry experience to the team behind the VendScreen Revolution™ smart device*



**PORTLAND, OR (May 9, 2012)** — [VendScreen, Inc.](http://VendScreen, Inc.), inventor of the VendScreen Revolution™ smart device for new and existing vending machines, is happy to announce the addition of two full-time professionals to its team — Stephen Pasker and Erich Markee — who augment the VendScreen, Inc. team with over 3 decades of combined vending industry experience.

Stephen Pasker was most recently an industry consultant following his departure from [Crane Streamware](http://Crane Streamware), where he worked for 11 years. At Streamware, Pasker operated in the departments of customer support, documentation and quality assurance — leading to his most recent management role presiding over the implementation team and its processes. For over a decade, Pasker has worked with hundreds of operators, helping them realize significant operational efficiencies and improvements.



“Stephen learned about the vending machine industry from bottom to top,” said Glenn Butler, Co-Founder and CTO of VendScreen, Inc. “He understands the needs of vending machine operators, the challenges they face, and what it takes to improve the profitability of their businesses.”

Erich Markee brings over 19 years of vending industry experience to VendScreen, Inc. Prior to joining VendScreen, Markee consulted for several operators, focusing on process development, data analysis, and cash and inventory accountability. Prior to his work as a consultant, Markee’s positions included General Manager for

Next Generation Vending, Systems Implementations Manager for Sodexo Vending Services, and Operations Manager for A&B Vending. He rolled out Crane Streamware's VMS to item level for over 130 routes, and implemented pre-kitting, dynamic scheduling and various cashless systems for numerous vending operators. Markee is considered one of the vending industry's technology power users.



“Both Erich and Stephen add immense depth to VendScreen, Inc. with their tribal vending knowledge,” continued Butler. “We are delighted to have both of these A players on our team as we work to commercialize VendScreen Revolution™.”

### **The VendScreen Revolution™ Device**

The VendScreen Revolution™ device uses an Android operating system, which can be easily retrofitted into the cutout slot of any vending machine. For the first time in vending, advertising and promotions can be directed at the user of the machine, while the machine itself is kept in compliance with nutritional information disclosures.

“VendScreen Revolution™ exists to provide leading edge innovation and technology to help operators make more money,” said Butler. “Our goal is to help them drive more sales, more revenue and to increase ROI through their existing machines.”

VendScreen Revolution™ combines a 4.3 inch touchscreen, credit card swipe, Near Field Communications (NFC), and connections to DEX and MDB supported by all recent vending machines. VendScreen’s patent pending solution integrates with back end systems like MEI and Streamware, ensuring the product and nutritional information displayed matches the contents of the machine. Unlike other solutions, this device is self-contained and installs on the front of vending machines, requiring no Velcro or complicated in-machine box solutions. The company also has an OEM version named VendScreen Realize™, which uses a larger format screen, replacing the keypad in existing machines and integrating fully with the machine’s operations.

###

### **About VendScreen, Inc.**

VendScreen, Inc. is the inventor of the VendScreen Revolution™ smart device, founded by Paresch Patel and Glenn Butler; two longtime veterans of the vending machine industry. Patel is a lifelong entrepreneur with a passion for applying breakthrough technologies to established business models. At age 17, he founded Courtesy Vending to help pay for college, then propelled the company to become the largest independent vending

operator in the Portland area. Anticipating the rapidly evolving technology needs of vending operators, Patel again applied his entrepreneurial instincts, business savvy and industry experience to launch VendScreen Revolution™; a game-changing product which advances vending's position in the retail channel.

Glenn Butler is a serial entrepreneur, having been involved in many startups from the “garage” stage to pre- and post-VC funding. Only two years out of college, he co-founded Streamware Corporation and sold it 10 years later to Crane Co (NYSE: CR). In addition to focusing on VendScreen, Inc., Butler is a contributing editor to Automatic Merchandiser magazine.

For more information, please visit [www.vendscreen.com](http://www.vendscreen.com)

*VendScreen Revolution is a trademark of VendScreen, Inc.*