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By: Alexandru Nistor, Gadgets Editor

Vending Machine Uses Hitachi's VeinID Technology to Give You a Drink

Only in Japan

Vending machine with VeinID technology from Hitachi
Japan trends

It seems that Coke machines in Japan do not want an arm and a leg from users in order to give them their desired beverage. This is true, no joking, as Japanese now have Coke machines that use the Hitachi VeinID technology for biometric readings. Simply put the finger in the biometric reading device and then you can go on about your thirst as the machine recognizes you.

Of course, this solution is ingenious, as users of this type of machines do not need any PINs, cards or other form of currency in order to get something from the machines and the technology of finger vein recognition that Hitachi has developed has been seen in other similar products in the recent past. So, it seems to be quite safe and easy to use. This finger vein identification method cannot be forged, as the pattern of our veins is unique.

What users have to do in order to make such a transaction possible is simply open their accounts for automatic deductions and link them with the corresponding services.

Part of this process involves giving email and postal address details, which I do not like, as Japan Trends says that this way, you will be able to receive spams and promotional giveaways or free samples. I wouldn't like to be the target of add campaigns from who knows what company, but I would like the comfort of knowing that although my account is opened for automatic deductions, it is only my finger that can activate the transactions.

The vending machine you can see in the video after the break has built-in digital signage technology and, of course, this technology could be used in Japan for other types of public services.

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