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PHILLY COKE MACHINES TO ACCEPT CONTACTLESS PAYMENTS: The Philadelphia Coca-Cola Bottling Co. is embarking on what it calls the largest rollout yet of contactless payment acceptance at vending machines. The bottler announced today it plans to equip 1,000 of its machines with payment acceptors made by Malvern, Penn.-based USA Technologies. The rollout is expected to last four to six weeks, primarily in high-traffic locations, according to T.J. Sharkey, vice president of business development for U.S. acceptance at MasterCard Inc. Sharkey tells CardLine the rollout helps continue MasterCard's promotion of contactless technology for micropayments. "This is just another category where we felt consumers were looking for and wanted the speed and convenience of PayPass," he says. George Jensen, chairman and CEO of USA Technologies, says the all-cash vending industry generates about \$40 billion annually in cash, some of which could be converted to card payments. USA Technologies's ePort G6 model is the only payment acceptor that handles contactless cards and fobs as well as magnetic-stripe debit and credit cards and cash. The Philadelphia bottler claims to be the fourth-largest distributor of Coca-Cola products in the United States, with \$540 million in annual sales.