There will be 3 components to the device that will get Anheuser Busch data on their consumers...

Store Computer:
This is the computer already used by the stores, connected to the wall plug for power, and scans the items their customers are buying and puts them on display. Once the item is scanned it runs through a program to determine exactly what product and price it is and puts that on display. This can also check if the item has an age restriction. If it does the program will then show up on the display that the customer needs to swipe their ID, but if the consumer buys an ABI product the screen will also ask the consumer if he/she/they would be willing to share their ID’s data such as age, sex, height, and zipcode to Anheuser Busch in exchange for cash back on their purchase (10¢ per beer).

ID Checker:
When prompted by the display to swipe their card the consumer will swipe their ID through the machine which will verify their age first. Then it will show on the screen if they have been accepted or declined to buy the products. If the customer chose to share their data with ABI, (if they bought one of their products) their prices will be reduced and shown on screen. The machine will then run through and collect the data on the ID and upload that data to the cloud server.
Cloud Server:
This part of the process is where all of the data will be stored and processed to be seen by ABI. It will first store the data then sort the data, and finally represent the data to be understood by humans which could be seen on a website.