

Technology

Lufthansa's augmented reality experience brings the airline's selling point to life, while the B4RM4N connected shaker opens up cocktail-making to the masses



Lufthansa app lets potential fliers experience premium economy legroom at home

To promote the 50% extra legroom in Lufthansa's Premium Economy seats, the German airline launched an augmented reality app that lets prospective fliers see the benefits for themselves. Users simply draw a picture on a piece of paper, which the app uses to detect scale and contrast. Then, augmented reality gives them a 360-degree view of the seats. The chair can be experimented with to discover features. To show off how much extra space there is, virtual reality objects can be added. Lufthansa claims the app is a world first as it does not require a specific marker to activate the augmented reality.

Lufthansa's AR app
Location Germany (online) **Design** Space — agency.space.co.uk



Bud Light connected fridges can project real-time content onto their glass doors

More than 1,000 Bud Light in-store fridges have been rigged to display live branded content such as videos, graphics and animations in its transparent doors. Each appliance is connected to the Aerva software platform so that the brand owner can customise the displayed content or promotions for each individual fridge placed in retail locations. Dynamic and real-time content can be segmented to show relevant location-specific messages for a region or store, as well as general advertising.

Bud Light's connected fridges
Location US
Design Aerva — aerva.com and Rio Creative — riocreative.com



Shell opens soccer field with floodlights powered by the players

Shell has opened a soccer field in Brazil that uses kinetic energy from players to produce electricity for its floodlights. The international oil and gas company has partnered with London-based tech developers Pavegen, which installed 200 energy-harvesting tiles under the existing field in the Morro do Mineiro area of Rio de Janeiro. These tiles convert wasted energy from footsteps into renewable electricity. Up to 10 hours' worth of energy can be stored. The tiles also contain API technology, which tracks real-time data analytics.

Shell's human-powered soccer field
Location Rio de Janeiro, Brazil **Design** Pavegen — pavegen.com
Website bit.ly/FootballPitch **Video** bit.ly/ShellSoccerField



Smart cocktail shaker helps amateurs make martinis with ease

B4RM4N, a connected cocktail shaker, launched on Kickstarter in November, aiming to help beginners to mix any cocktail without any fuss. Amateur mixers select a cocktail from the accompanying app's vast catalogue and follow the recipe's instructions. As users pour from a bottle into the shaker, a strip of LED bulbs illuminates from the bottom up to the top to illustrate when enough liquid has been added and to instruct the user to move onto the next ingredient. Sound effects and in-built accelerometers for shaking also guide users through recipe stages without using any number-dependent measurements.

B4RM4N cocktail shaker
Location North America
Website b4rm4n.com



Beatballs converts carnivores' favourite songs into meatball recipes

Meat eaters can now bring their taste in music to the dining table, with meatball recipes inspired by famous pop songs. After choosing from a wide variety of songs on the Beatballs website, users see their chosen track turned into a meatball recipe that reflects the song's tempo, cadence, mood, and key through its use of ingredients and seasoning. Beatballs is a project created by 54 students from the Interactive Art Director program at Hyper Island in Stockholm. The project is on Kickstarter with the hope that it will be expanded in the future.

Beatballs' music-inspired recipes
Location Stockholm, Sweden
Website beatballs.net



Waitrose trials Hiku device that allows customers to scan barcodes at home to buy online

UK supermarket Waitrose is trialling a home-scanning device called Hiku, which allows customers to scan barcodes on Waitrose products in their in home to add them to their online shopping basket. The useful replenishment tool also responds to voice commands, meaning customers can talk into the Hiku device to add products to their basket. Customers on the go can also add items using the Hiku app. Hiku has been piloted among store employees since late 2014. An at-home customer trial is scheduled for early 2015. It has not yet been announced whether customers will have to pay to use Hiku in future.

Waitrose's Hiku programme
Location Northampton, UK **Website** hiku.us