

THE INTERACTIVE BAR

Daria Hnatyukova, Olena Kokhan

National University of Food Technologies

Introduction. Every year dozens of new restaurants, cafes and coffee bars open in our metropolises. Over a third of them fail within the first year. Today, where there is a multitude of different restaurants and the customer is spoiled for choice simply opening another eatery offering yet another ethnic cuisine does not work anymore. Restaurant business is not just about serving food and drinks. It is also about creating an atmosphere where the customer can have a good time, socialize with other patrons, meet new people, learn something new. So why do restaurateurs still offer traditional and boring solutions in the world where people are used to being online, using touch phones and voting for their favorite brands by "likes"?

Interactive technology is the future of the restaurant business. Imagine that you did not need a waiter to place an order. You could read about the history of the dish you like, learn what it is made of and maybe, even find the recipe, just with one touch of the interactive tabletop. While you are waiting for your delicious dinner you could pass the time in an exciting interactive game or meet a girl at the next table - and all this with the help of interactive technology. You would create your own world within your favorite restaurant

The Interactive Bar is an innovative product by TouchMagixMedia that transforms a regular bar into an interactive platform to enable restaurant and bar patrons to network and engage in collaborative activities and create a great ambient experience. The intelligent tracking system of the Interactive Bar detects all objects touching the surface. This input is used to let the projected content interact dynamically with the movements on the counter. Objects can be illuminated at their position or virtual objects can be interacted with the hands.

The Interactive Bar Tables are an interactive installation for cafe-like social venues, and an early example of a multi-touch surface in interactive art. When someone touches the surface of the bar, these digital organisms react with playful curiosity. Some effect focus around drinking glasses or your hand if you put it on a table. The most popular effect is fire. If you catch one with your fingers, it will follow your movements, and you can send it on in any direction and from table to table. In this way, the colorful organisms become part of a communicative game involving the users of the Interactive Bar Tables.

iBar is the interactive bar top makeover that every modern bar, major event, and trade show needs. Draw bystanders over to your bar and engage them through iBar's rich multi-touch bar interface.

iBar leverages the latest HD projection and IR detection technologies to create a fully interactive bar top surface that can extend from (6) feet up to (100) feet. Every potential iBar environment is unique so that is why we offer both top down and ground up projection. This makes retrofitting easier while also opening more doors for unique bar top designs.

Through our multi-projector edge blending software and application development framework, iBar offers a seamless zero-bezel design while supporting unlimited points of touch, object recognition, and marker detection. This translates to a future proofed investment as you expand your interactive applications.

Interactive Bar System takes interactive digital media to the next level allowing users to interact with multi-media content, information or even games while immersing in a most engaging audio-visual multi-sensorial experience. One of the most popular features was to have beautiful flowers start to bloom when a customer moved a hand over the bar's surface or placed a glass on it. There are also numerous interactive games included, both kids and adults will enjoy. Moreover, it also can display any information you want to promote, such as company profile, promotion information and menu. It will give customers the best interactive experience.

Conclusions. Interactive technologies represent innovative ways to make your restaurant more attractive, more interesting, more hi-tech. These are not just "catches" and certainly not new elements of decor, rather, they create a unique atmosphere in a venue which will become part of urban life, the main attraction which is not to be missed.

References:

1. <http://www.spintouch.com/interactive-solutions/ibar/>

2. www.vision2watch.com/iBar-page/iBar.htm