

# Press Release

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## FOR IMMEDIATE RELEASE

Transparent LCD BottleCooler

### **Bottle Cooler with Transparent LCD Touchscreen Front Door used for beer and liquor companies.**

Hannover, Germany – March 10, 2014 - There's nothing like bringing the warm beach to your customers. When the drink company Bayao wanted its drinkers to get the feel of Brazil, they went to German designers MMT to design an interactive, touch screen Bottle Cooler.

It's no secret from watching commercials that every beer and liquor company has an interesting story. Whether you are Heineken, Bud Light, Guinness, Amstel, or Corona you want the customer to know that feeling with each sip.

For Bayao they bring the warm beach of Brazil to its drinkers on the front transparent door. Behind the digital palm trees, menu, and special offers you can see the bottle cooler full of refreshing drinks. Ah, very refreshing.

The door of the fridge is a large high-tech display that the drinker can simply tap like a smartphone to win special offers, watch a video, or even play an interactive game. Just close your eyes and imagine a transparent door that you can scan quickly to see the inside without ever opening the door to check.

By playing with the transparency and dramatic effects, this professional refrigerator can be a digital advertiser too.

The MMT BottleCooler 47" is based on an industry leading commercial refrigerator and can run continuously 24/7. The content played on the door of the fridge is from a regular computer running Windows, Mac, Linux, and Android so literally anyone can use it.

Learn more here: <http://www.mmt.io/bottlecooler>

### **About MMT**

MMT is a leading interactive system integrator / manufacturer based out of Germany. MMT relies on technology performance and robust construction to meet the demands of projects seeking interactive hardware to communicate with prospects at trade shows, showrooms, reception areas, museums and shopping malls. The company is well known for its unique value-add products for Multi Touch applications in formats, including: walls, tables, screens and showcases.

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