

We use cookies to provide you with the best possible user experience. If you continue to use the site without changing your cookie settings, we assume you are fine with our cookies and the way we use them. The cookies store information about how you use our website, and help you use some of the functions on the site. Our cookies do not store any sensitive information, and we never use your cookies for targeted advertising. If you want, you can change your computer's settings so that it does not accept cookies. We have information here on how you can do that.

[Continue](#)
[Cookies on www.ericsson.com](#)

[Home](#) [Thinking Ahead](#) [The Networked Society blog](#)

A bionic bar makes for better blends – a quantum-leap forward in mixology

By: [Peter Linder](#) 2 December, 2014 [Applications](#) , [Society](#) , [Technology](#) [bartending](#) , [bionic](#) , [cruise](#) , [ICT](#) , [mixology](#) , [Networked Society](#) , [robot](#) , [robotics](#) , [Royal Caribbean](#) , [services](#)



Bartending and mixology made a quantum leap forward when the [world's first bionic bar](#) was launched on a cruise ship earlier this month. Are you ready to start ordering your drinks from your phone and have them delivered by a robot, or are you an old-fashioned fan?

A bionic bar is a great example of how new products are introduced within a system of related products. First you have a robot capable of blending drinks. Second there is the use of the smartphones as the user interface for ordering classics or a mix of your own choice. Third a real-time scoreboard showing statistics for what is popular today. The three of them together represent a system innovation.

The two robot bartender arms are capable of serving [a new drink every 30 seconds, or up to 1 000 in a day](#). This is on par with a great bartender.. With 30+21 different ingredients available in the library of ingredients, an exceptionally high level of customization can be offered to the customer. This can be used to offer a very broad spectrum of predefined options, or to enable co-creation with customers of completely new creations. It all starts with an order from an app on your phone and ends on the scoreboard over the most popular drinks.

With bionics entering the service sector, we are starting to see new capabilities with which human capabilities are complemented by robots for repetitive tasks. . Bionics can be trained to offer a broad spectrum of base options and mass-customization while maintaining or increasing

Follow us

[Twitter](#)

[Facebook](#)

[Google+](#)

[YouTube](#)

[RSS](#)



When one person connects, his or her life changes. With everything connected our world changes. Let's discuss one of the most important trends facing our planet, the emergence of the Networked Society. Be part of it!

Categories

- [Applications](#)
- [Business](#)
- [Event](#)
- [News](#)
- [People](#)
- [Society](#)
- [Technology](#)

Archive

- [December 2014](#)
- [November 2014](#)
- [October 2014](#)
- [September 2014](#)
- [August 2014](#)
- [July 2014](#)
- [June 2014](#)

the economies of scale.

My predictions for the future of bionics in the service industry are:

- We are still in early stage of innovations and the segments of the services sectors where they will make the most sense remain to be seen.
- The recipe for success is likely based on a combination of the three ingredients above. Order and pay through phone, partial service delivery with a bionic and a public scoreboard.
- A hybrid human/bionic model, where the human touch is a vital part of the complete offering will remain a key ingredient in the delivery.
- The role of the scoreboard in monitoring customer preferences in real-time is instrumental in adjusting supply towards what is hot and away from what is not.



Written by [Peter Linder](#)

Peter Linder is a Networked Society evangelist at Ericsson. He describes himself as a versatile visualizer, alliteration aficionado, movie maker and kinetic keynote. His contributions focus on seven fields of market development: #SocietyShaping, #IndustryInnovations, #DeviceDiversification, #UnlockingUsers, #VersatileVideo, #NetworkNovelties and #BoldBusinessmodels. Peter joined Ericsson in 1991 and is currently based in Dallas, Texas.

[Connected animals can help us protect endangered species](#)

[Smart citizens make smart cities](#)

[Commenting rules](#)

Comments

You must accept cookies to be able to make a comment.

[Uncategorized](#)

[May 2014](#)

[April 2014](#)

[March 2014](#)

[February 2014](#)

[January 2014](#)

Tags

[50 billion connections](#)
[applications](#) [apps](#) [big data](#) [broadband](#) [business models](#) [business innovation](#) [business](#)
[transformation](#) [city life](#) [cloud](#) [Cloud Computing](#)
[connected devices](#)
[Connectivity](#) [consumer devices](#) [ConsumerLab](#)
[Consumers](#) [data devices](#) [digital culture](#) [Digital Media](#) [digital natives](#) [digital transformation](#)
[education](#) [ICT](#)
[industry transformation](#)
[innovation](#) [internet](#) [internet of things](#) [M2M](#)
[mobile broadband](#) [mobility](#) [MWC](#)
[Networked Society](#) [Smart cities](#) [Smartphones](#) [Social Media](#) [sustainability](#) [Sustainable Cities](#) [Technology for Good](#) [television](#) [TV](#) [urban life](#) [video](#) [working life](#)

Search

Search

[Most popular](#)

[Most commented](#)

Most popular posts

[Democracy and the web: is Iceland the world's most modern country?](#)

[Connect to the Networked Society](#)

[You are only as smart as the people around you](#)

[It's about doing the impossible – faster](#)

[Wireless to the room beats fiber to the lobby](#)

[Latest posts](#)

[Latest comments](#)

Latest posts

[Santa Cloud is coming to town ...](#)

[Don't underestimate the power of small cells in the mobile enterprise](#)

[The top ten consumer trends for 2015 and beyond](#)

[Putting airlines and banks on notice in the Networked Society](#)

[What are policy makers doing to make the Networked Society a reality?](#)

This is Ericsson

- [The Company](#)
- [Thinking Ahead](#)
- [Your Business](#)
- [Our Portfolio](#)
- [Careers](#)

Ericsson for

- [Telecom Operators](#)
- [Government](#)
- [Utilities Industry](#)
- [Transport Industry](#)
- [Equipment manufacturer](#)
- [Developers](#)
- [Press](#)
- [Investors](#)
- [Industry Analysts](#)
- [Students](#)

What's on

- [News Center](#)
- [Press Releases](#)
- [RSS](#)
- [Stories](#)
- [Events](#)
- [Sustainability](#)

General

- [Legal](#)
- [Privacy](#)
- [Contact Us](#)
- [Questions and Feedback](#)
- [FAQ](#)
- [Sourcing](#)
- [Ericsson RSS Feeds](#)
- [Commenting Rules](#)
- [Local Sites](#)

Related sites

- [LG-Ericsson](#)

»