

# CORPORATE BUSINESS INNOVATION



**MSC STARSHIP CLUB  
WITH ROB, THE FIRST-EVER HUMANOID  
ROBOTIC BARTENDER AT SEA**

**BOLD AWARDS 2021**



Confidential, for BOLD  
awards purposes only

# MSC STARSHIP CLUB



Play short  
version



Play longer  
version

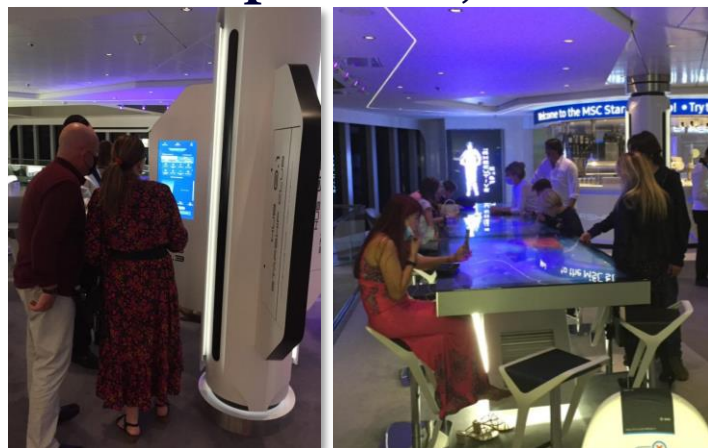


# MSC STARSHIP CLUB: THE PLACE TO BE ON MSC VIRTUOSA

The stage for a **new entertaining & drinking experience** on MSC Virtuosa, MSC Starship Club is the **1<sup>st</sup> bar on board designed to deliver an immersive and futuristic experience, enhanced by an innovative human-robot interaction.**

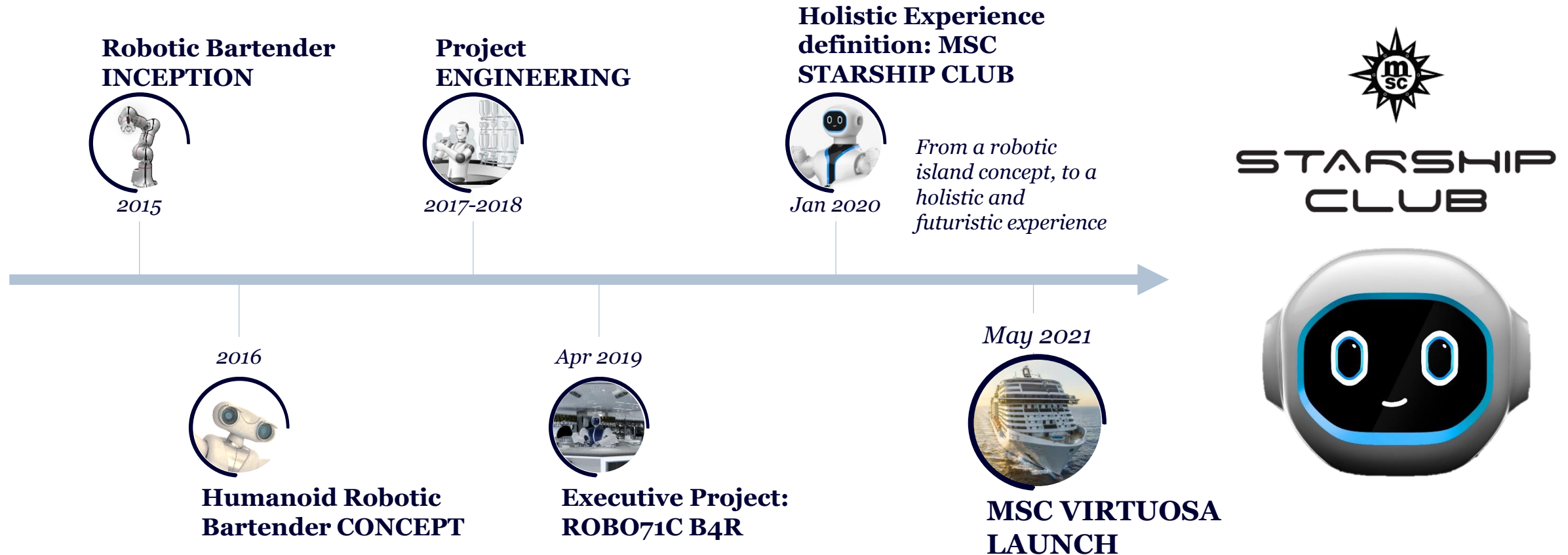


STARSHIP  
CLUB



# A LONG TIME JOURNEY

Thanks to the continuous scouting activities and trend analysis carried on by MSC Corporate Business Innovation department, the robotic trend has been picked up, studied and scaled up until it became an innovative project that aims to offer a futuristic and holistic experience to the Guests





# FUTURISTIC CONTENTS TO ENGAGE THE GUEST

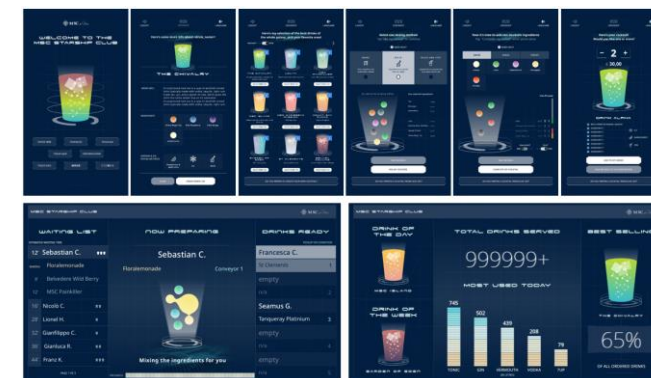
Each day is a space adventure!

The passengers' journey at sea turns into what can be considered a **space cruise that passes by different planets** and brings them someplace new in the Universe.

ILLUSTRATIVE,  
NOT EXHAUSTIVE



3D Holofan



Analytics



Informative screens



Art Wall

# A TWO-WAY GUEST EXPERIENCE

## DRINK



- **Premium** ingredients
- Special effects
- **Unique** recipes



- **Rob**, the Starship Club *star*
- Highly **engineered humanoid**
- Real human bartender **movements**



- **Spaceship** dress for **human bartenders**
- A **science-fiction movie behavior**



Combined bar and entertainment experience



## ENTERTAINMENT



- A *jump* in the **future**
- **3D holograms**
- Immersive *digital art wall and screens*
- 12-seater infinity **interactive** table



- Minimalist and **sleek white** setting
- **Spaceship** context *replication*



- **Futuristic cruise** content
- Shows with **entertainment team**
- Rob movements and sketches



Cosmic glass  
souvenir from Rob



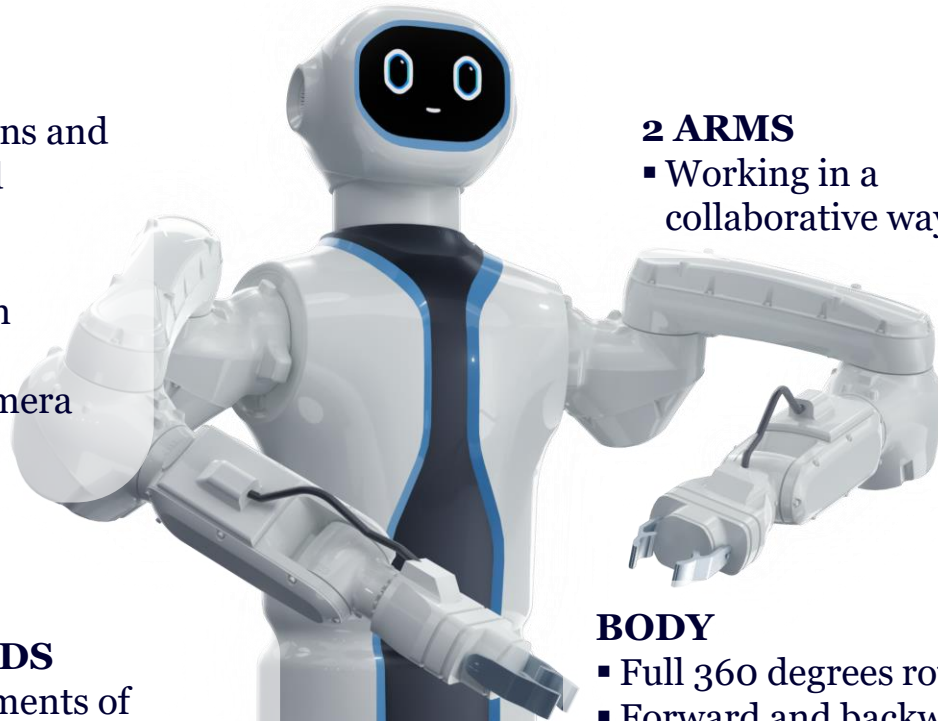


# A VERY UNIQUE ENGINEERING FEATURE

Our robotic bartender is a humanoid that can replicate movements to prepare cocktails, just as a real barman would do.

## HEAD

- 12 Face expressions and 100+ vocal sound effects
- 8 languages
- Automatic human recognition with embedded 3D camera system



## 2 ARMS

- Working in a collaborative way

## 2 HANDS

- Movements of mixing, picking tools and recreating human techniques

## BODY

- Full 360 degrees rotation
- Forward and backward movements
- 20+ movements and dances

## ROBOTIC ISLAND TOOLS

2 **rotating carousels** for 40 alcoholic bottles

2 **trays** for 50 glasses

**Dispenser tower** for sodas, juices, syrups

1 **ice machine**

5 **delivery drinks bays**

1 **garnishment slicing machine**

# ROBOTIC BARTENDER INCEPTION

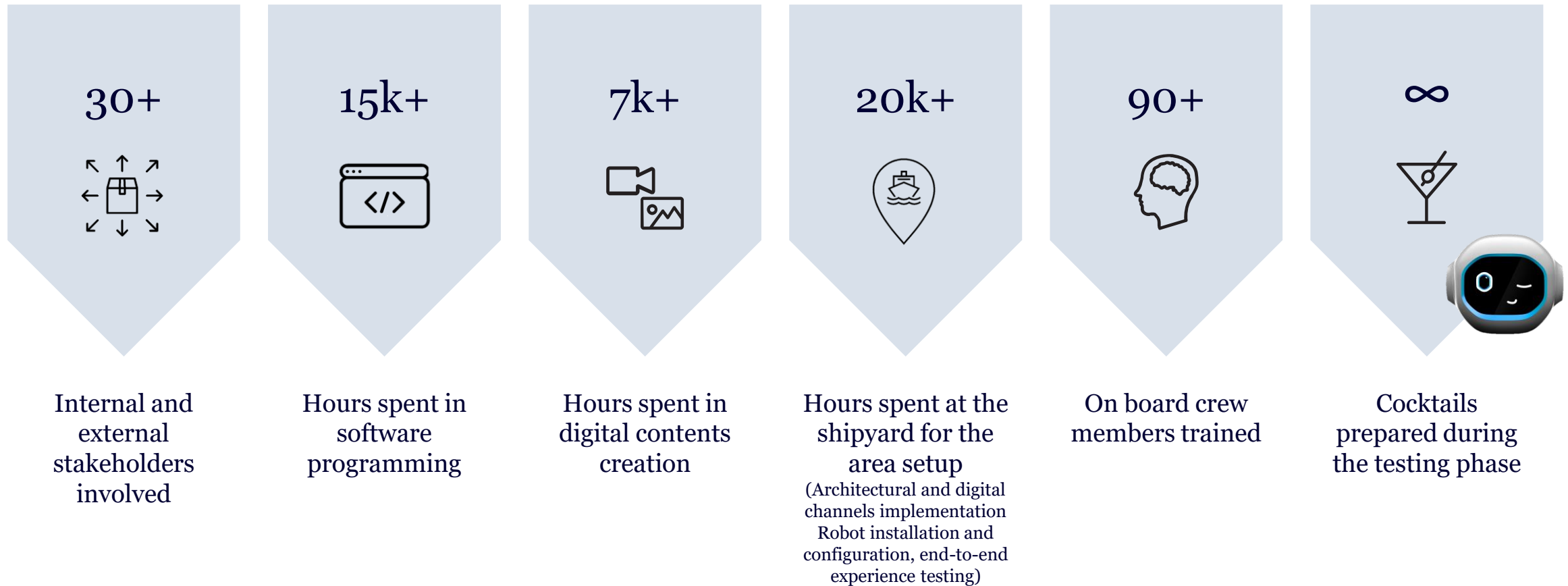
The first studies on a real bartender's movements.





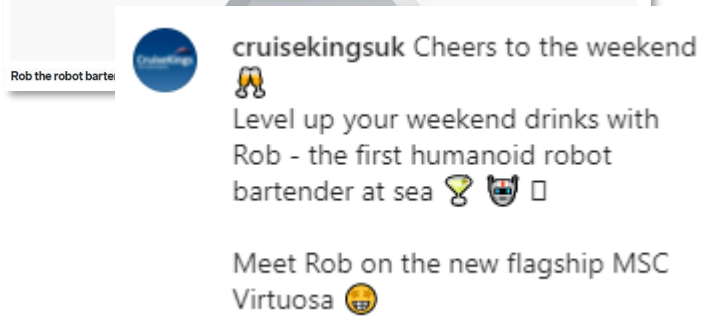
# FUN FACTS / KEY FIGURES

When the Guest tastes his MSC Starship Club cocktail comfortably sit at the bar, he cannot imagine the extension of the project in terms of work done. And still, we have loved each step of the way.

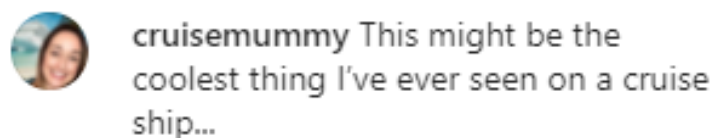


# PRESS RELEASE AND GUEST PERCEPTION

Few examples of press and Guests sentiment.



The other thing that really struck me were the myriad of wonderful 'wow factor' technological innovations put on pause during the pandemic and now being unveiled. Who couldn't resist the charms of MSC's Rob, the first humanoid robotic bartender at sea enticing passengers to "come here and try one of the best drinks on the galaxy" as he expertly mixes cocktails?



**Thank you.**

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