

Flashing Tap Handles Create Excitement and Connects Restaurants With Their Customers

MINI-CASE STUDY

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MESH SYSTEMS PROFILE:

Mesh Systems designs and deploys turnkey IoT (Internet of Things) solutions that include hardware, software and networking frameworks for Smart products. Our award winning platform, MESHVista® combined with our deep industry expertise enables us to accelerate the delivery of products and services that connect devices, data, people and processes to work together in harmony.

APPLICATION:

Smart Merchandising

Generate excitement and brand connections with your customers.
Adapt displays to users' preferences.

"Our initiative is an incredible opportunity to take IoT/M2M mainstream and potentially transform not only industry but also daily life by connecting everyday objects to each other and improve their usability."

- Richard V. Baxter Jr., President and CEO, Mesh Systems

SITUATION

"As the Official Beer Sponsor of the NFL and Major League Baseball, Anheuser-Busch is always looking for ways to enhance our fans' experience," said Lucas Herscovici, vice president of Anheuser-Busch consumer connections.

SOLUTION

The "Social Tap" product line includes branded, interactive tap handles developed by Mesh Systems and Anheuser-Busch InBev Technology Innovation Group. The interactive handles are powered by the MESHVista IoT (Internet of Things) cloud platform that leverages Microsoft Azure. A real time connection links restaurants with major professional sports for scoring celebrations, game updates and can also include promotional messaging for local, regional, and brand-wide campaigns. Additionally, Social Tap can integrate with Twitter.



BENEFITS

Interactive Tap Handles make Anheuser-Busch an inherent part of watching televised sporting events at bars and restaurants. Restaurant and bar managers can also program them to display specific, local promotional messages.

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