

BARS USE TECHNOLOGY TO BLEND ONLINE AND OFFLINE INTERACTION



FOOD & DRINK

We've already seen a few uses of interactive technology in bars—both at the [Adour Wine Bar](#) in New York and in [iBar](#) installations around the globe—but until recently, we hadn't yet come across a bar that incorporates an online component in its patrons' interactions. That's exactly what South Africa's [MiWorld](#) does, however, with a website, a digital wall and touchscreen tables that facilitate both digital and real-world conversation. To participate in MiWorld, consumers must be invited and given a secret code, which allows them to register online. Then, when they're ready to head out, they can choose one of two bricks-and-mortar locations in Johannesburg: [MiBar Martini](#), a contemporary cocktail bar in the Design District of Rosebank, or [MiLounge Martini](#), a sophisticated cocktail, champagne and wine bar with a lounge atmosphere in Melrose's Blu Bird Shopping Centre. In August, a third option—[MiCafe](#)—will launch in Rosebank, and there are occasional pop-up "MiEvents" at varying locations as well. Whichever locale they choose, members must first log in at the door. Then, once inside, they can order off the interactive [MiTables](#), e-chat with patrons at neighbouring tables and even different [MiLocations](#), sign into Facebook, view the menu and access the [MiWorld](#) network to view exclusive content and special offers. MiWorld is the brainchild of South African [LiquidChefs](#). We've been writing about what our sister site calls the [off=on](#) trend for a while now, but this is surely one of the clearest illustrations we've seen. Hospitality entrepreneurs around the globe: time to infuse some online oxygen into your own offerings? (Related: [Hotel helps guests connect online](#) — [Airline's social networks connect frequent flyers](#) — [Shopping by invitation](#).) Spotted by:

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