



MAKER
SHAKER



KROWNE®

SALES DECK



ABOUT MAKR SHAKR /

At the heart of the movement are our robotic bartenders. Not only reshaping how we enjoy beverages, they bring bar and café-goers closer together, creating memories that will last a lifetime.



2017 Official Launch

Makr Shagr became operational commercially for the first time at the Topsy Robot Las Vegas.

2019 As a result of further development, two flagship models Toni and Bruno were launched.

2021 Makr Shagr reinforced partnership with Royal Caribbean by opening a 9th Bionic Bar. New Venue in Amsterdam.

2023 Makr Shagr is set to surge ahead with new deals in North America, Europe and Asia. The brand's first ever flagship store will be unveiled in Turin, where everywhere started.

2013–2016 Development Period

Born out of a specific request from Google: Create a robot that could mix and serve drinks. the first prototype was displayed at the Google I/O SF

2018 Global Events

Toni's prototype was unveiled at RoboTO Turin, presented in 15 global events such as Rihanna, Sia and Iron Maiden concerts

2020 Facing the pandemic, we focused on offering a hygienic experience minimizing human contact and invested in R&D for coffee.

2022 Two New models – Toni Compatto and Toni Veloce. A new collaboration with Sandbox VR.

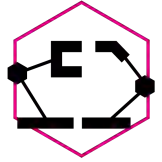
A look into the future

Makr Shagr will be announcing a stream of new inventions and venues – stay tuned!



ABOUT MAKR SHAKR /

More than just a robot. Designed by Italian innovation studio CRA-Carlo Ratti Associati, Makr Shakr aims to change the way people think about and interact with technology.



+ Mission

Revolutionizing the consumption and production rituals in food and beverage industry through robotics.

+ Vision

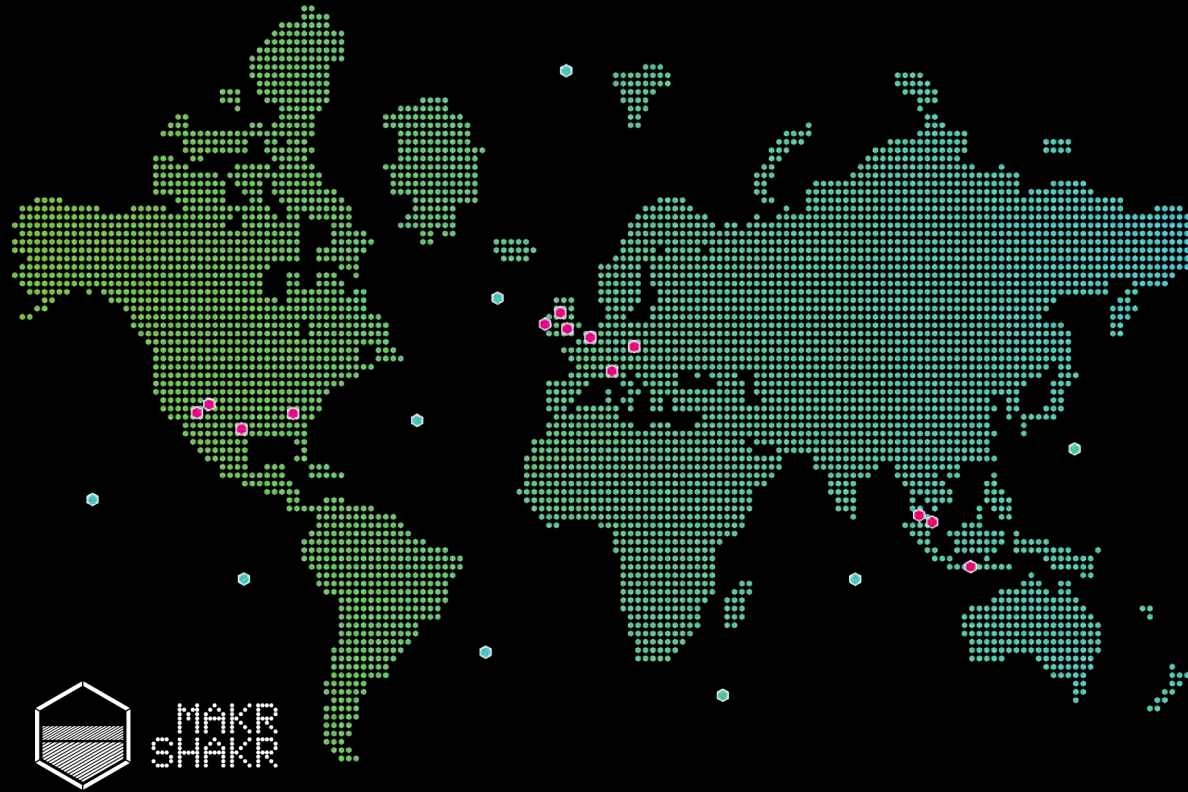
Promoting a new paradigm of robotics, in which human and digital devices develop meaningful connection and work side by side to foster extraordinary achievements.

+ Values

We are driven by a passion for innovation and seek constant improvement. We believe in creating fun, engaging experiences while celebrating diversity in all forms.



ABOUT MAKR SHAKR /



Asia

Singapore | Changi Airport Terminal 2 2023
Singapore | Changi Airport Terminal 3 2023
Bali | Bar 2023

Europe

Prague | Karlovy Lazne Bar 2019
Amsterdam | Bar Restaurant 2021
London | Entertainment Center 2022
Birmingham | Entertainment Center 2023
Dublin | Entertainment Center 2023

North America

Las Vegas | Topsy Robot 2017
Las Vegas | Topsy Robot 2 2023
Atlanta | Bar 2023
Dallas | Entertainment Center 2023

Cruise Ships

RCC Quantum of the Seas | Bionic Bar 2014
RCC Anthem of the Seas | Bionic Bar 2015
RCC Ovation of the Seas | Bionic Bar 2016
RCC Harmony of the Seas | Bionic Bar 2016
RCC Symphony of the Seas | Bionic Bar 2018
RCC Spectrum of the Seas | Bionic Bar 2019
RCC Oasis of the Seas | Bionic Bar 2019
RCC Odyssey of the Seas | Bionic Bar 2021
RCC Wonder of the Seas | Bionic Bar 2021

COMING SOON

Makr Shagr Flagship Store in Torino, Italy | Fall 2023

OFFICIAL PARTNERS /

- + Airports
- + Bars
- + Casinos
- + Entertainment
- + Hospitality



TIPSYROBOT



WIND CREEK®

SANDBOX^{VR}



DISCOVER YOUR ADVANTAGES

Offer a unique experience

Your customers will have the chance to directly interact with the robotic bartender and share the moment on social medias.

Analyze and Grow

You will be able to make efficient business decisions with the datasets the robot collects.

Build a community

Quality drinks and top performance will help you bring in repeat customers and establish an online presence.

Increase productivity

A round the clock solution to open up new paths for generating income and growing your business and reduce employees.

Efficiency and reliability

Our robots are designed to make quick work and stable services generating high profit.

Data and Decisions

Our data collection system gathers valuable insights from your customers, helping you formulate effective business and marketing strategies.



Increase productivity

A round the clock solution to open up new avenues for generating income and growing your business.



Build a community

Quality drinks and eye-catching performance will help you bring in repeat customers and establish an online presence.



Analyze and Grow

You will be able to make more informed business decisions with the extensive datasets the robot collects.



DISCOVER OUR DATA /

The four pillars of Makr Shakr's Data Analytics

- + Customer (revenue)
- + Drinks
- + Brand spirit
- + Maintenance operations
- + Time



[check out our real case link](#)



OFFER A FUTURISTIC EXPERIENCE

Let Makr Shakr elevate your bar to new heights!

Impress your guests & Engage with the World

Makr Shakr's cutting-edge technology instills the pinnacle of mixology into Toni's robotic arms, bringing together a taste of future and amazing cocktails, shaking and dancing up. While your customers indulge in their drinks, they will be immersed in the hypnotic show.

Engage with the whole world

After placing an order within a few seconds, your guests can just sit back and let the magic begin. As they track their orders on the displays boards, the robotic mixologist spectacle will keep them engaged and break the ice among individuals.

Boost your venue's visibility

Customers will share viral social media content viewed by millions around the world.



Taste the future

Technology is the shaker to blend all the cool elements in mixology into a coherent futuristic vision.



Unique experience

Mesmerize your guests with the robotic show, a futuristic experience like no other.





TONI

The master mixologist



TONI

COMPATTO

The round-the-clock
solution



TONI

// VELOCE

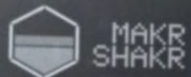
The fastest of all



THE MASTER MIXOLOGIST

TONI





MAKING

JACK

Negroni



QUEUE

WILLIAM

CHARLOTT

MICHAEL

TONI / SPECS

TONI shakes, stirs and serves alcoholic, non-alcoholic drinks and beers.



Dual robotic arms

When efficiency meets
spectacular showmanship.



80+ drinks/hour

The perfect solution to
deliver an efficient and
accurate service.



Infinite recipes

Alcoholic or not, Toni whips
up any drink customers
desire in seconds.





SHAKER
MAKING

Negroni

Orange Juice

Negroni

QUEUE

It's your turn

MAKING

Negroni

DELIVERY

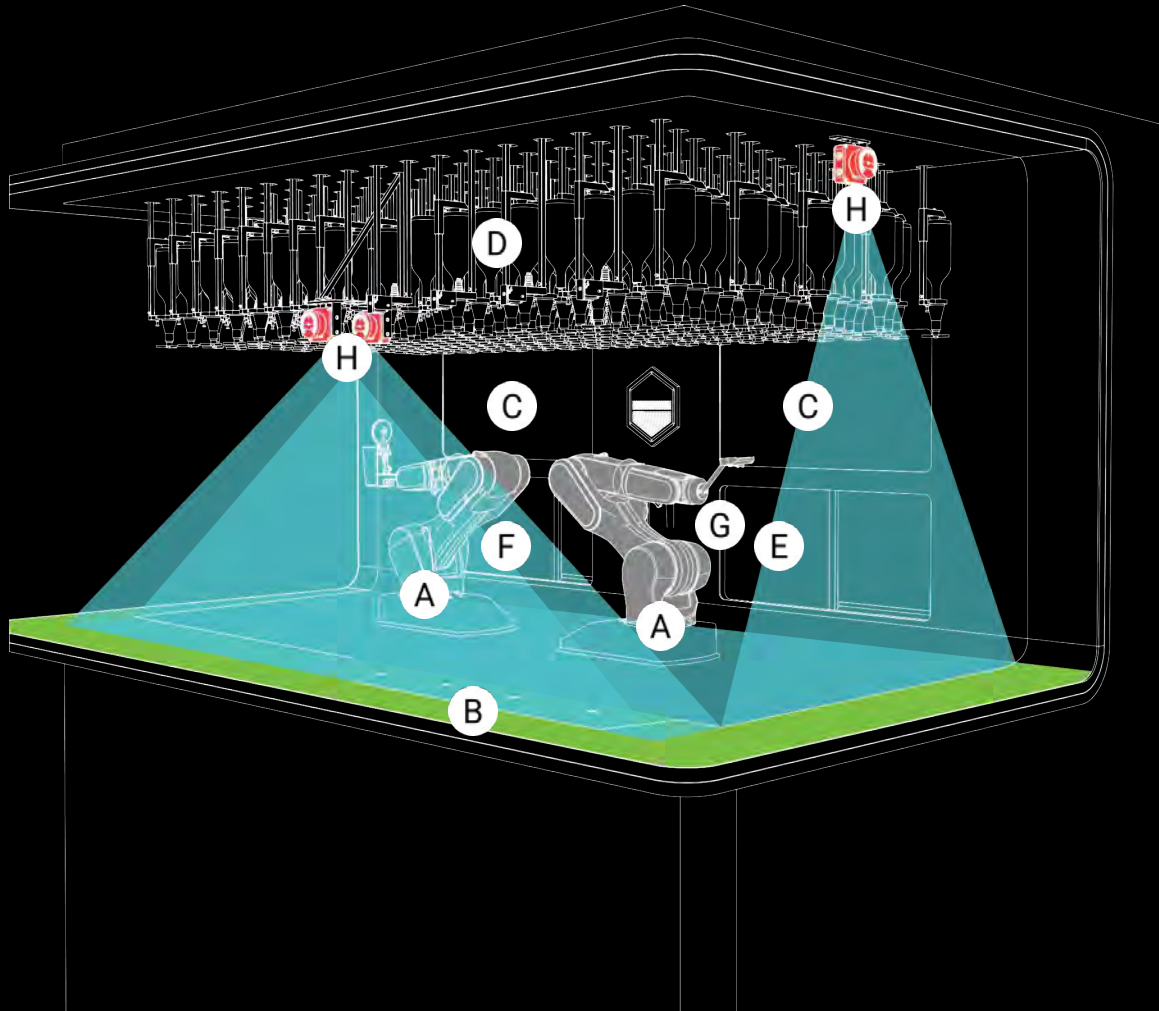
Alpha

Mandarin

Export

TONI / FEATURES

- A** Two robotic arms
- B** Counter and delivery spots
- C** Interactive screens
- D** Bottle holders
- E** Beer and wine
- F** Fruit cutters and sugar
- G** Ice machine
- H** Fences and motion sensors



TONI / DIMENSIONS (in inches)

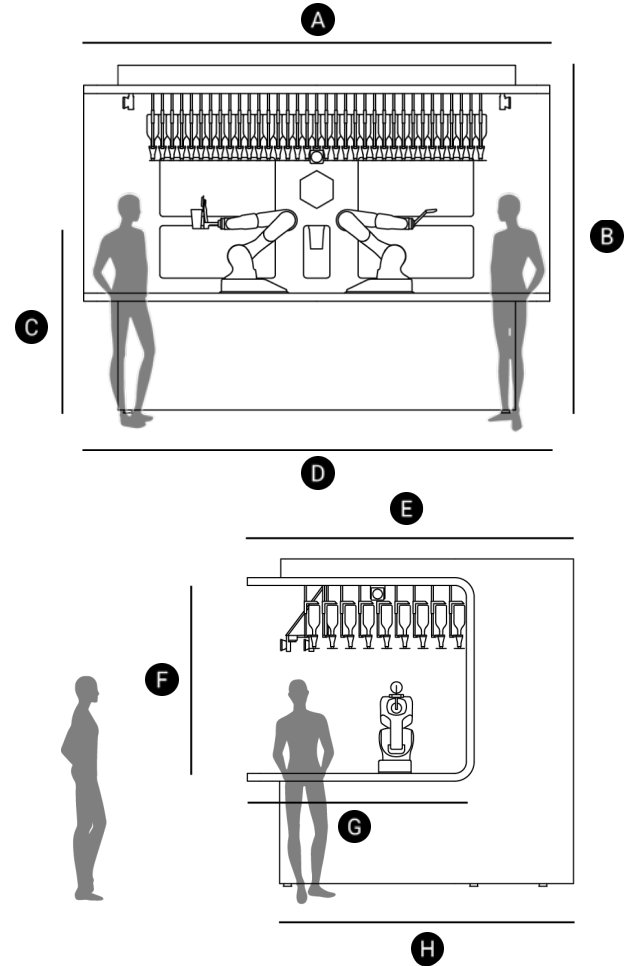
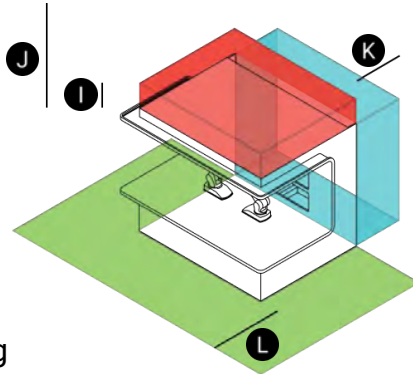
Dimensions:

- A** Max width: 139.76 inch
- B** Max Height: 104.33 inch
- C** Counter Height: 36.22 inch
- D** Base width: 119.29 inch
- E** Max length: 103.94 inch
- F** Bar Height: 59.84 inch
- G** Bar Length: 71.26 inch
- H** Base Length 93.31 inch
- I** Space required: 19.69 inch
- J** Space recommended: 70.87 inch
- K** Space required: 39.37 inch
- L** Space recommended: 59.06 inch

Weight:

Empty machine: 2000Kg

Fully Charged Machine (bottles,
Beer Kegs, BiB, etc...): approx. 2500Kg



ROUND-THE-CLOCK SOLUTION

TONI
COMPATTO





It's your turn

QUEUE

WILLIAM
CHARLOTTE
MICHAEL

JACK

NEXT

WALTER
MICHAEL

DELIVERY

Espresso	Marketan	Cappuccino Large, Out with	Dessert
ANTHONY	SOPIA	JACK	REGINA

MAKR SHAKR

MAKING

Moka

Cream
Cow milk
Coffee
Chocolate



TONI COMPATTO / SPECS

Toni Compatto switches from hot to cold beverages, preparing coffee, cocktails and beers, like a proper barista.



Perfect at any hour

Alcoholic or not, Toni Compatto's robotic arms prepare luscious beverages no matter what time it is.



Space-saving marvel

Designed to fit in and stand out at the same time.



Infinite recipes

From coffee to cocktail, from beer to wine: a winning solution that has all your bases covered

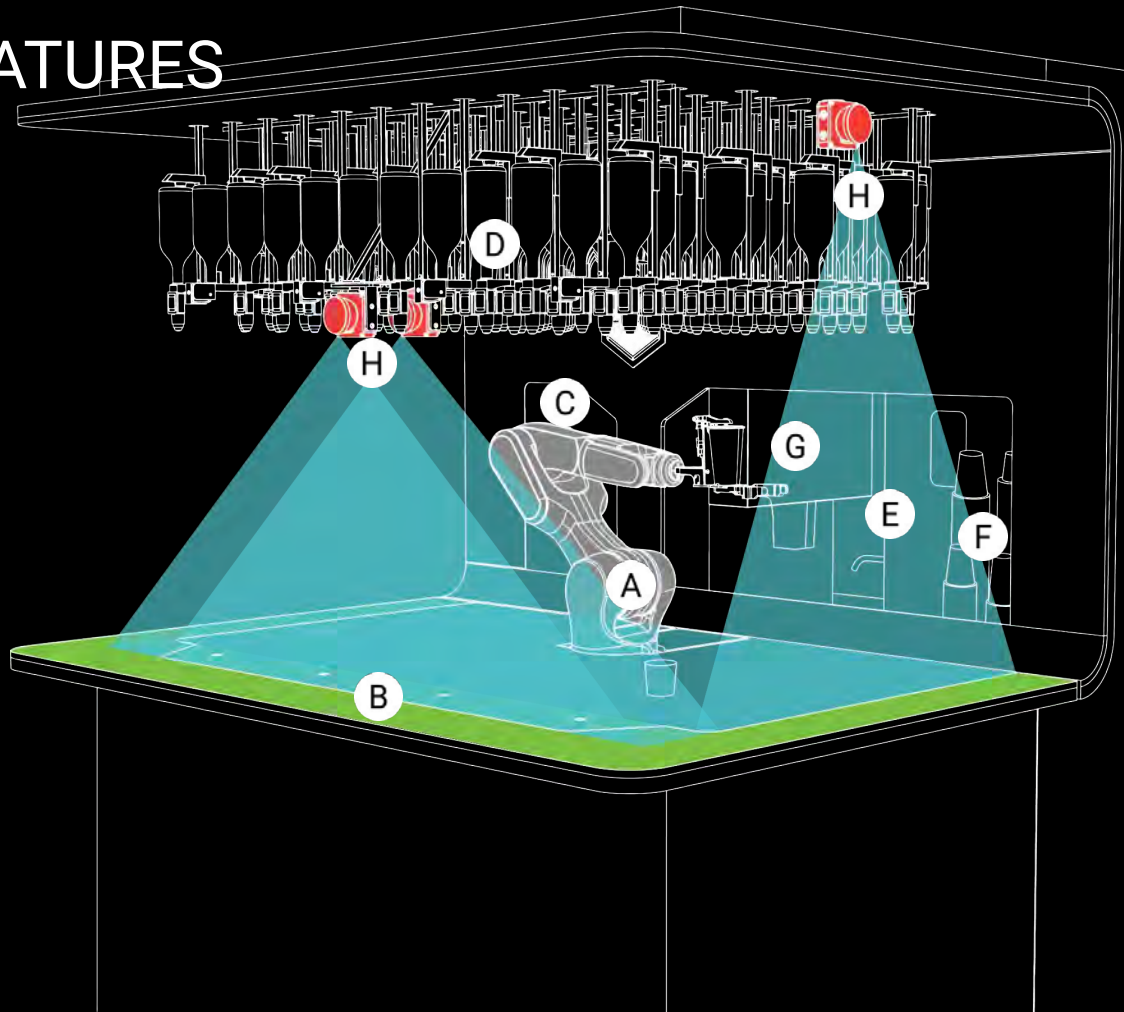




MAKING SHAKR®

TONI COMPATTO / FEATURES

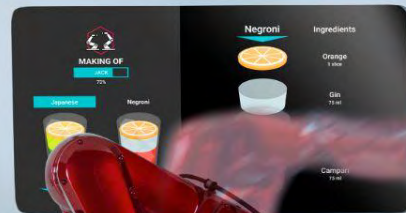
- A** One robotic arm
- B** Counter and delivery spots
- C** Interactive screen
- D** Bottle holders
- E** Coffee and hot drinks
- F** Automatic cup dispenser
- G** Ice machine
- H** Fences and motion sensors



THE FASTEST
OF ALL

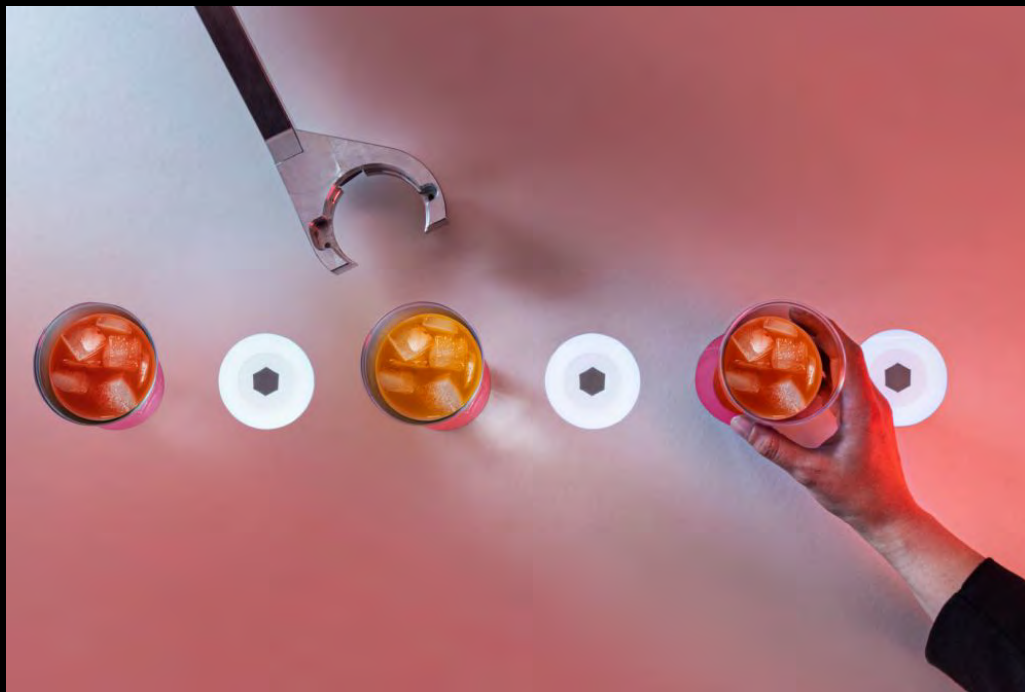
TONI
// VELOCE





TONI VELOCE / SPECS

Toni veloce goes beyond every speed limit in drink production and efficient delivery serving a drink under 15 seconds.



Dual robotic arms

Maximum agility to reach unparalleled efficiency.



250 drinks/hour

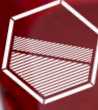
Setting a new standard for efficiency and innovation.



Higher efficiency

Designed to serve the busiest crowds with speed and precision.

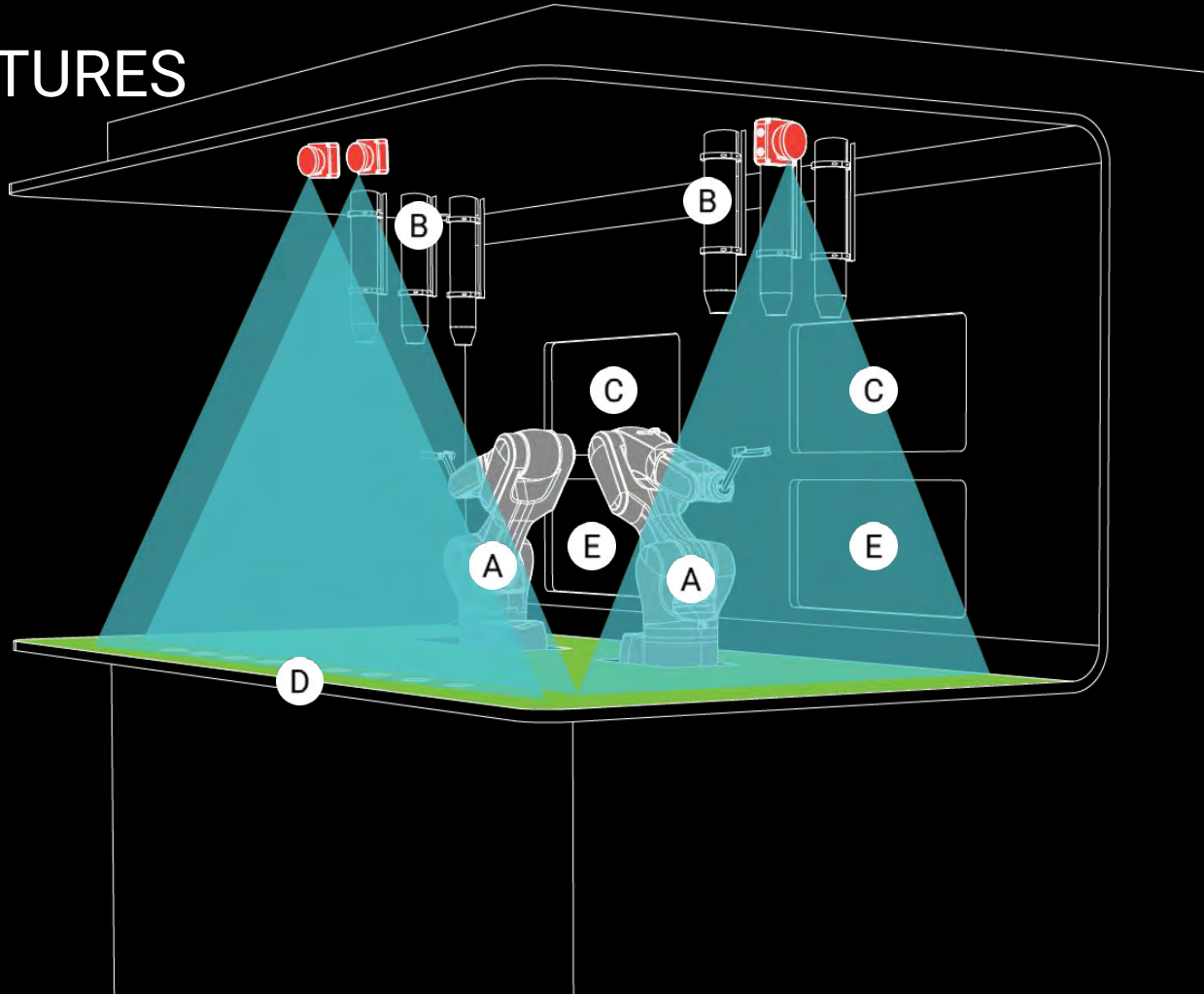




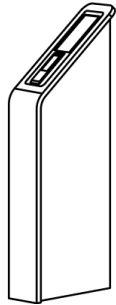
MAKR
SHAKR®

TONI VELOCE / FEATURES

- A** Two robotic arms
- B** Magic botte system
- C** Interactive screens
- D** Counter and delivery spots
- E** Cup dispensing machine
- F** Fences and motion sensors



ACCESSORIES /



Standing Kiosk

Available for all
Makr Shagr robots

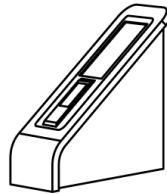


Table Kiosk

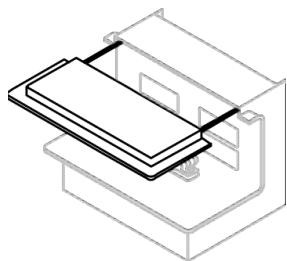
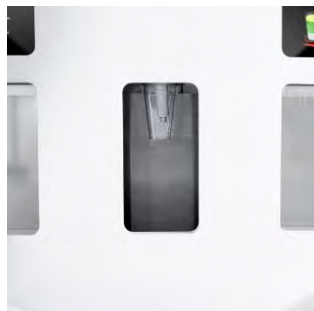
Available for all
Makr Shagr robots



Payment integration

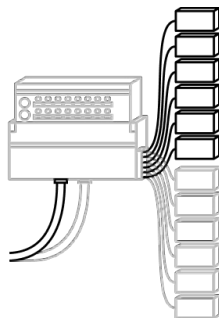
Available for all
Makr Shagr robots

ACCESSORIES /



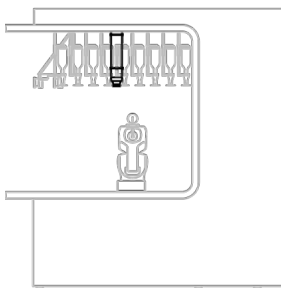
Sliding ceiling

Available for **Toni**



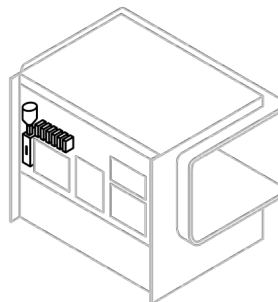
Extra bib

Available for **Toni**
and **Toni Veloce**



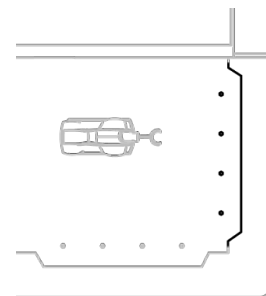
Magic bottle

Available for **Toni**



Coffee machine

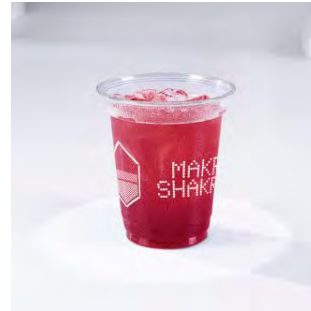
Available for **Toni**



Extra delivery

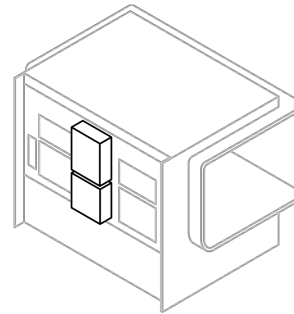
Available for
Toni Veloce

ACCESSORIES /



Collaborative delivery

Available for
Toni Compatto



Ice machine

Available for
Toni Veloce

Order via tablet

Select your favorite drink and insert your name. Toni will take care of the rest!



Pay with card

Our integrated payment system allows customers to pay contactless with ease.



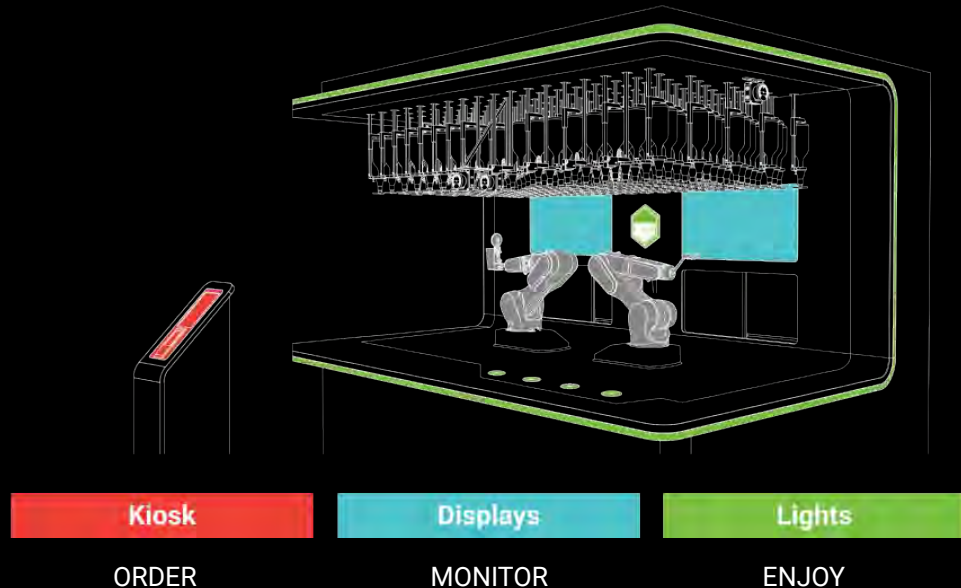
Track your order

Find your name on the display board and follow your order.



USER INTERFACE DESIGN

The **Makr Shkr experience focuses on efficiency and convenience.** We have developed a customer user-friendly interface. The touchscreen display simplifies browsing the drink menu for customers. The visually Displays provide a backdrop and show the status of the drink-mixing process. Spotlights in the service area indicate when the drink is ready.



Master your bar

Manage your inventory remotely and customize the menu with your signature recipes.



Effortless intervention

The on-board controller allows you to take direct actions to run your robotic bartender smoothly.



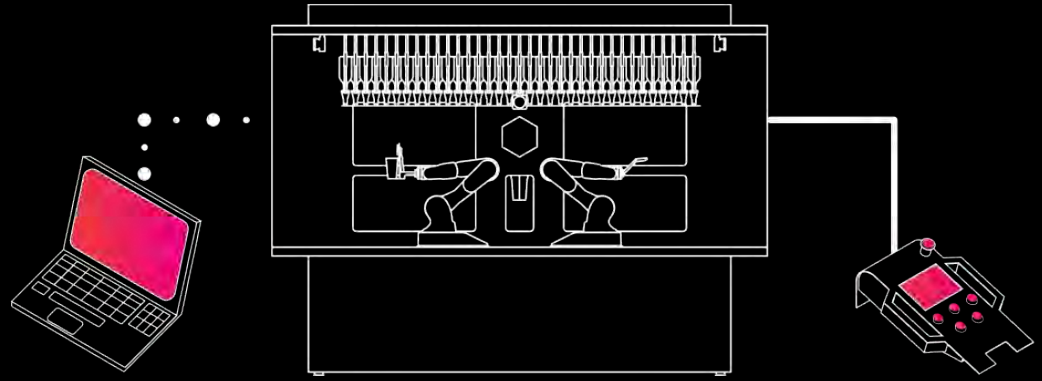
Data-driven insights

Access valuable insights into your customers' consumption habits.



BACK-END MANAGEMENT

Managing Makr Shkr is intuitive. With a user-friendly interface and the admin and control panel, you can easily maintain complete control over the bar. The admin panel lets you keep track of the inventory. Create your own recipes and customize the menu.



Admin panel

Control panel (HMI)

TECH SPECS / MEP

+ Electrical requirements

US* 400V 32A 60HZ 3-phase supply 3P+N+T Plug required (with min 300mA residual current, if differential ground fall protection is installed on the line).

EU* 400V 32A 50HZ 3-phase supply 3P+N+T Plug required (with min 300mA residual current, if differential ground fall protection is installed on the line).

***Note:** The transformer required to match the voltage requirements must be available from the installation date, the supply of the transformer is customer's responsibility.

For all other countries, the voltage requirement remains the same and it is buyer's responsibility to declare electricity's frequency in Hz. Note: The transformer required to match the voltage requirements must be available from the installation date, the supply of the transformer is customer's responsibility.



TECH SPECS / MEP

+ Water Requirements

- + Inlet: Connection to drinking water system (as per local regulations) with a minimum of 2.5 bars pressure and a maximum of 6 bars, ½” thread section, at a temperature not higher than ambient temperature with adequate water hardness (when needed, the installation of a filtration system might be needed to guarantee satisfactory water filtration, in combination with the filtration system already provided).
- + Outlet: connection to a standard water drainage system, with a pipe diameter of 40mm.
- + Connection to water drainage shall be located underneath the robotic bar unit.

+ Network/Internet requirements

- + Minimum bandwidth of 10 Mbit/sec download and 4 Mbit/sec upload with no data limit and direct connection to the internet
- + In case of a firewall, all connections must be allowed.
- + Internet connection must be provided at the beginning of the installation.



FULL PRICE BUSINESS MODEL / DETAILS

Start Your Business with Ease.

Get your
machine



Pay the Makr Shakr
Assistance



All Inclusive 24/7
Assistance



Includes Makr Shakr assistance:

- + 24/7 Support service
- + 5 years spare parts warranty
- + Onsite maintenance
- + Full yearly check-up
- + Software licenses and updates

Includes staff training on:

- + Recipe creation
- + Troubleshooting
- + Daily care operations
- + Maintenance operations
- + Data collection

REVENUE SHARE BUSINESS MODEL / DETAILS

Start Your Business with Ease.

Get your
machine



Pay by Installments and
Revenue Share



All Inclusive 24/7
Assistance



Includes Makr Shkr assistance:

- + 24/7 Support service
- + 5 years spare parts warranty
- + Onsite maintenance
- + Full yearly check-up
- + Software licenses and updates

Includes staff training on:

- + Recipe creation
- + Troubleshooting
- + Daily care operations
- + Maintenance operations
- + Data collection

DEPLOYMENT PROCESS /



Lead time: 6 months



Installation & personnel training includes:

- + Machine installation
- + Cleaning & maintenance operations
- + Data management training
- + Drinks creation
- + Data analytics

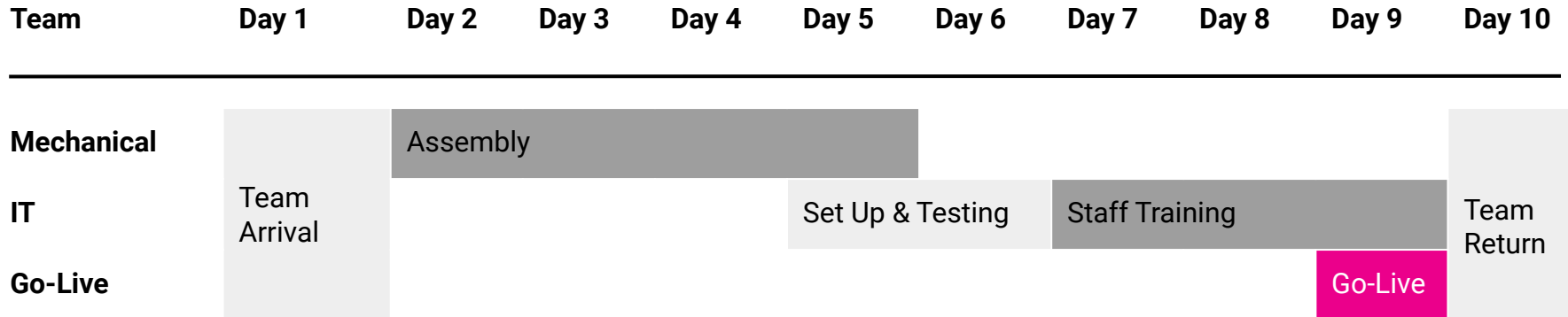
INCOTERMS /



EXW Ex Works	Freight: Seller's Premises Risk: Seller's Premises	Seller is only responsible for making the goods available at seller's premises. The buyer bears the full risk from there to the destination.
CIP Carriage & Insurance Paid to	Freight: Destination Risk: First Freight Handler	Seller delivers the goods to the carrier at an agreed place of delivery and pays for transport and insurance to the named destination. Risk is transferred at the place of delivery, whereas seller pays for transport and insurance to the destination



INSTALLATION PERIOD /



AFTER SALES SUPPORT /

- + 24/7 Assistance
- + Spare Parts 5 Years Warranty
- + In-person Support – For Physical Damage
- + Preventive Maintenance – General Check Components
- + Software & App Updates
- + Easy to substitute Spare Parts (Modular Design)



360° hands-on training

Our team will show you how to fully operate your robotic bartenders.



24/7 customer support

We are always on standby to help you make the most out of the product.



5 years assistance & warranty

Product quality and customer satisfaction guaranteed.





MAKR
SHKR



KROWNE®

your drink with a taste of future

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