

18 August 2021

FOR IMMEDIATE RELEASE

Stellar Lifestyle, Crown Digital to bring robot barista ELLA to 30 MRT stations for commuters to enjoy gourmet coffee on the go

1. Stellar Lifestyle, a business outfit with expertise in property and retail management, media and digital advertising solutions, and Crown Digital, a Singaporean start-up with expertise in F&B technology, are collaborating to bring robot baristas serving gourmet coffee to some 30 MRT stations across Singapore by the end of 2022.
2. This is a key part of plans by Stellar Lifestyle, formerly called SMRT Commercial, to enhance lifestyle experiences through innovation and the use of technology in the public transport network spaces and beyond.
3. Mr Tony Heng, President, Stellar Lifestyle, said: “We plan to enhance commuters’ experience by enlivening and transforming Singapore’s public transport network spaces with innovative and new-to-network concepts. ELLA is an example of the kind of lifestyle concepts we are actively looking for at MRT stations across the island.”
4. With a retail footprint of less than five square metres, ELLA has a safe, cashless and contactless interface able to serve up to 200 cups of gourmet coffee per hour to commuters. For greater convenience, commuters are able to order beverages ahead of time via the Crown Digital app and collect the drinks immediately upon arrival at their destination MRT station.
5. Stellar Lifestyle has also made an investment in Crown Digital’s pre-Series A fundraising round. The deployment of ELLA, Singapore’s first robot barista, at 30 SMRT-operated train stations is part of this landmark deal.

MEDIA RELEASE

6. ELLA's deployment at the 30 MRT stations is Crown Digital's second collaboration in a rail network. In December 2020, Crown Digital signed an agreement to deploy ELLA for test-marketing at JR East's train stations in Japan.
7. Mr Keith Tan, CEO, Crown Digital, said: "I am particularly proud to be working with Stellar Lifestyle on a second commuter-focused partnership that validates our larger business vision and brings high-quality coffee to Singaporeans on the go. With this strategic investment, Crown Digital has a target addressable market of 1.4 million ridership daily¹ right here in Singapore. We are working to commercialise this unique solution globally and employ high-tech talent locally."
8. Working closely with Stellar Lifestyle, Crown Digital introduced improvements, which incorporated internal security features such as AI-powered vision system for round-the-clock 'live' video analytics monitoring, fully sealed chambers without gaps, and solenoid IoT locks for all access panels to prevent tampering. Its advanced AI-powered computer vision system is used to spot anomalies like spillage and foreign objects, and a digitalised backend admin and maintenance module that will update the Central Command Centre in real-time should an incident take place.

-End-

About Stellar Lifestyle

Transit Retail & Advertising Solutions

Stellar Lifestyle, a business arm of SMRT Corporation Limited, has expertise in property and retail management, media and digital advertising solutions. We create vibrant transit destinations and lifestyle experiences to make everyday touchpoints better. Our growing portfolio includes mall management and outdoor media & digital engagement platforms. We are also the largest managing agent of retail and advertising spaces in Singapore's rail network.

¹ Based on 2020 ridership figures for North-South and East-West lines (411 million), and Circle Line (102 million), divided by 365 days. Source: <https://www.smrtrains.com.sg/News-Room/Statistics-Data#1086566-operational-statistics>

About Crown Digital

Crown Digital is a smart Internet of Things (IoT) start-up addressing problems faced in the F&B industry. Founded in 2018 by former wealth manager and coffee enthusiast Keith Tan, Crown Digital has also conceptualised and created ELLA, Singapore's first robotic barista, propelling it to international recognition, having been featured in the NRF2020 in the USA and GITEX 2020 in the Middle East. In December 2020, Crown Digital secured a major strategic cross-border investment with East Japan Railway Company (JRE).

Crown Coffee is a café located at CT Hub 2. It offers dine-in and pick-up options, and is the sole importer of the premium Buscaglione Coffee from Rome, Italy.

Crown Technologies is the holding company of Crown Digital Pte Ltd and Crown Coffee Pte Ltd.

Contacts:

SMRT Corporate Communications	Upcycle Communications Saloni Rishiraj
Tel: +65 9822 0902	Tel: +65 8344 4482
Email: media@smrt.com.sg	Email: saloni.rishiraj@upcyclecomms.com
Website: www.stellarlifestyle.com.sg	Website: https://crowndigital.io