



THE BARILLA RESTAURANT IN MANHATTAN HAS A NEW MAGIC WINDOW

Read social media reviews directly on the new interactive window thanks to a partnership with Microsoft

A world first in restaurant retailing: consumers will be able to read TripAdvisor comments directly on the window at the new Barilla restaurant in Herald Square, in the heart of Manhattan. Part of a major shift towards maximum transparency in customer communication, Barilla is supported in this digital transformation process by Microsoft and its technological partners.

What seems like the future is happening right now. On February 22, at Barilla's third restaurant opened recently in Manhattan, the world's most loved pasta brand will unveil its new digital window, built in collaboration with Microsoft and its network of technological partners, Jingle Bells. A true cultural and technological revolution that changes the way companies communicate: the restaurant window will become an interactive screen on which to display items from the menu along with real-time customer reviews and posts from TripAdvisor. People standing in front of the glass will be able to interact with simple movements, scrolling through posts as they would on their smartphones, or browsing the menu and reading recipes and ingredients.

"The new restaurant window in New York helps us to get always closer to consumers, enabling us to listen and interact with people who enjoy our products", says Guido Barilla, Chairman of the Barilla Group.

"Companies that focus on consumer's needs and leverage digital technologies for establishing a long term conversation are the most successful ones on the market, creating the foundation for future

growth," said Carlo Purassanta, General Manager Microsoft Italy. "I am particularly proud that an Italian brand recognized worldwide has taken this path, creating a unique project and defining a new relationship with consumers through innovative Microsoft technologies, such as cloud computing and natural interfaces with Kinect".

From a technological point of view, the new window uses a Microsoft Kinect sensor that detects the movements of people in front of the glass and transmits the information to a PC, which is connected to a short-range projector. The images are then projected directly onto the glass, without the use of additional monitors. The Microsoft Azure cloud collects and transmits data from social networks and programs contents and information on the restaurant dishes, menus and special offers tailored to the time of day. In order to measure the efficiency of this new way of communicating, data from the user interactions is collected and sent from the digital window to the cloud for analysis.

The Barilla Group

Founded in Parma in 1877 out of a shop that made bread and pasta, Barilla is today among the top Italian food groups: leader for pasta in the world, pasta sauces in continental Europe, bakery products in Italy, and the crisp bread business in Scandinavia. The Barilla Group owns 29 production sites (14 in Italy and 15 abroad) and exports to more than 100 countries. Every year, its plants turn out around 1,700,000 tons of food products that are consumed on tables all over the world, under the following brand names: Barilla, Mulino Bianco, Harrys, Pavesi, Wasa, Filiz, Yemina and Vesta, Misko, Voiello, Academia Barilla. The Barilla Group has one way of doing business: "Good for You, Good for the Planet."

"Good for You" means constantly improving our products, motivating people to adopt healthy lifestyles and improving food access and social inclusion. "Good for the Planet" means promoting sustainable supply chains and reducing the amount of CO2 we emit and water we consume during production. For more information, please visit: www.barillagroup.com

Microsoft

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All information on Microsoft is available at <http://www.microsoft.it> and <http://www.microsoft.it/newscenter>

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