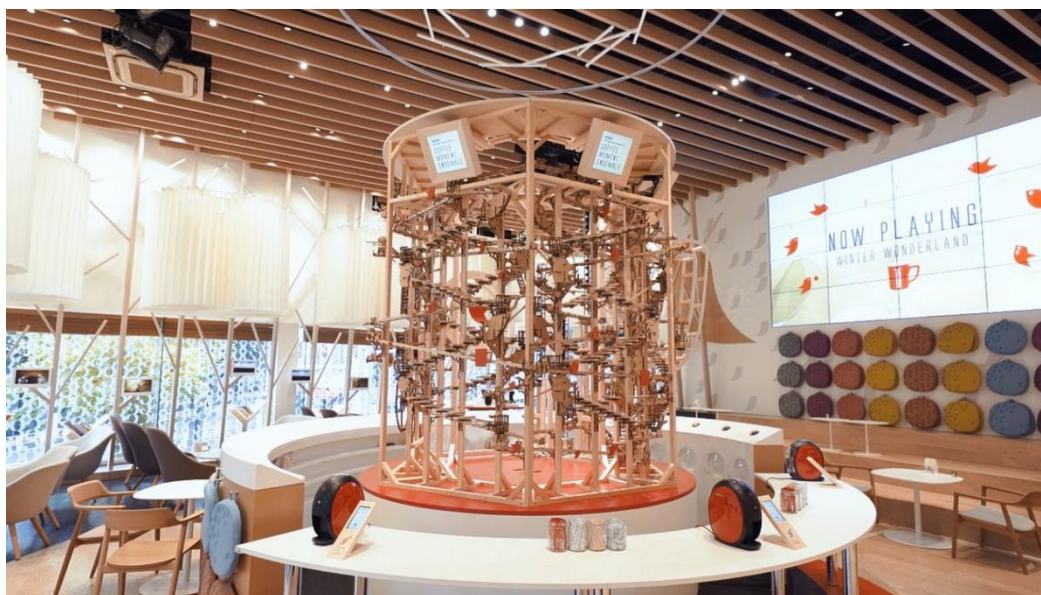


# Massive "Wooden 'Pythagorean' Musical Instrument" Plays Christmas Songs **NESCAFÉ GOLDBLEND BARISTA i COFFEE MOMENT ENSEMBLE**

Demonstration video launched Monday, December 12

URL: <https://www.youtube.com/watch?v=BKQNsPOj8JQ>

TOKYO -- Nestlé Japan Ltd. ("Nestlé") released a demonstration video of its unique "Pythagorean" musical instrument on Monday, December 12, 2016. The instrument serves as part of the NESCAFÉ GOLDBLEND BARISTA i COFFEE MOMENT ENSEMBLE, which is being held for a limited time from Friday, Dec. 2 to Sunday Dec. 25. The instrument name itself is derived from popular Japanese "Pythagorean" devices, which are more commonly known as Rube Goldberg machines in the US or Heath Robinson contraptions in the UK.



The Pythagorean instrument is designed as a massive coffee mug that measures roughly 3.5 m in height and 3 m in width. A wooden ball is released from the top into a staircase-shaped maze that plays Christmas songs as it rolls downwards striking the tuned xylophone steps on its way in a whimsical and entertaining display. The contraption consists of 180 xylophone keys and 1450 individual parts. Its construction required approximately five months and utilized laser machining as well as a number of other cutting-edge technologies.

Many customers have already been enjoying the Pythagorean instrument, which is part of the NESCAFÉ GOLDBLEND BARISTA i COFFEE MOMENT ENSEMBLE, a limited time Christmas event designed to inject even more interactive fun into Nestlé's concept of connecting people through coffee-time moments delivered by its NESCAFÉ GOLDBLEND BARISTA i ("BARISTA i"), a Bluetooth<sup>®</sup> capable coffee machine.

1: The Bluetooth<sup>®</sup> word mark and logos are registered trademarks of Bluetooth SIG, Inc., and used under license by Nestlé Japan Ltd.

Launched on Monday, December 12, the wooden Pythagorean musical instrument demo video shows how brewing a coffee on the BARISTA i with NESCAFÉ App prompts it to play a Christmas songs with enchanting tones. It also depicts the collection of nationwide 'coffee moments' that are displayed on the large screen at the venue. This allows customers to enjoy a simulated experience of the NESCAFÉ GOLDBLEND BARISTA i COFFEE MOMENT ENSEMBLE.

## ■ How the Wooden Pythagorean Musical Instrument works

1. Brew a coffee via the NESCAFÉ GOLDBLEND BARISTA i dedicated NESCAFÉ App.
2. On the app, select the emoticon that best fits your current mood.
3. The emoticon then transforms into a cute bird character and appears on the screen at NESCAFÉ Harajuku.
4. At the same time, a wooden ball is released from the top of the wooden Pythagorean instrument to play a melody as it rolls down striking the tuned steps.
5. A different melody plays on each day of the event in conjunction with data at the time of brewing from BARISTA i users nationwide who use the NESCAFÉ App to brew.

\*The performed songs aim to encourage Christmas spirit, consisting of the following three well-known songs:

"We wish you a Merry Christmas"

"Joy to the World"

"Winter Wonderland"

## ■ BARISTA i: A Next-Generation Coffee Machine that Further Elevates the Enjoyment and Anticipation of Drinking Coffee

Since its launch in 2009, the NESCAFÉ GOLDBLEND BARISTA has sold more than 3.2 million units<sup>2</sup> and is the best-selling coffee machine in Japan<sup>3</sup>.

It allows users to effortlessly enjoy five assortments of coffee using NESCAFÉ Eco & System Packs (upper right photo), which are dedicated cartridges of regular soluble coffee such as NESCAFÉ GOLDBLEND.

With just the push of a button, the BARISTA transforms everyday NESCAFÉ into exquisite espresso-type coffee with a delicate crema. By further adding NESTLÉ BRITE (lower right photo), it is also possible to savor a creamy, frothy latte style brew. Not only is the cost per cup extremely economical, but the products also offers a new café style experience at home or the office.



2: As of November 2016; 3: Based on NESTLÉ research

Literally: expands ways to drink coffee and enjoy coffee (time). But this sounds more effective in English.

In addition to these benefits, the BARISTA i has also been newly outfitted with Bluetooth® wireless technology which works in conjunction with the dedicated NESCAFÉ App to further elevate the enjoyment and anticipation of drinking coffee . The app is free of charge and readily downloadable to any smartphone.

### **Synchronizing Features with the NESCAFÉ App**

By adjusting coffee strength and froth to one's liking and saving these preferences, customers are able to savor their own unique individual recipes based on personal taste from a BARISTA i machine at work or home.

BARISTA machines deliver fun-factor by helping connect with friends and family—registered in the user's "friends list"—through coffee time.

The engaging NESCAFÉ Waku Waku Point Program provides benefits for points that accumulate each time customers drink NESCAFÉ.

Includes convenient features such as an alarm clock and the ability to set coffee brew times. Also provides support for the unlikely event of a machine malfunction.

