



AMERICAN
TEA★ROOM

For Immediate Release

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AMERICAN TEA ROOM INTRODUCES INTERACTIVE TEA ZONE
WITH T1V ONESHOP TECHNOLOGY

American Tea Room debuts its new location in Downtown Los Angeles, featuring an Interactive Tea Zone, powered by T1V's OneShop™ application to drive product engagement and customer interaction



L: American Tea Room's Interactive Tea Zone; R: A selection of American Tea Room's global teas

(CHARLOTTE, NC; Oct. 22, 2015) – [American Tea Room](#), a retailer that provides a distinctly “American tea experience” by offering premium tea and tea ware to guests, has partnered with T1V, a provider of interactive touchscreen technology. The newest, chic location in Downtown Los Angeles’ hip Arts District neighborhood features an Interactive Tea Zone that provides guests a hands-on opportunity to learn additional information about American Tea Room’s premium collection of more than 200 global teas selected by CEO David Barenholtz.

Barenholtz approached T1V with this very concept in mind. “We wanted to create a one-of-a-kind signature design feature at each American Tea Room location that guests could interact with and that would organically translate to our website and mobile app,” he says. “The Tea Zone was a natural result of creative technology that provides customers with a fun, dynamic experience to learn about our teas. It’s also very helpful to us from a business perspective to see which teas are resonating with our guests in order to meet the ever-changing needs of the customers.”

The Interactive Tea Zone features a 46” interactive touchscreen wall with projected capacitive touch, powered by T1V’s OneShop™ software application. OneShop allows customers to shop American Tea Room products on a touchscreen interface, where they can search and filter through tea options by type, origin, flavor, mood, and other categories. To accompany the digital shopping experience, the Interactive Tea Zone houses physical tea vials marked by bar codes. The customer can scan the tea vial with the integrated barcode scanner, which will immediately populate the touchscreen with details about the tea, so they can have a truly sensory experience as they explore the vast collection. The Interactive Tea Zone will be available in all of American Tea Room’s locations, including the newest store opening this November at Fashion Island in Newport Beach, CA and the original Beverly Hills shop, which will reopen with a new design in January 2016.

Marco Ventura, VP of Business Development at T1V, believes this partnership will change the way customers are able to learn about teas. “American Tea Room is leveraging T1V’s OneShop technology in a way that truly blends the physical and the digital,” he says. “With the Interactive Tea Zone, customers can interact with both physical and digital information that drives education about the product, but that also has the potential to suggest complementary products based on customer tastes. What’s more, this is accomplished on a fully branded touchscreen interface that aligns with American Tea Room’s web presence further blending the physical store experience with the brand’s digital assets.”

OneShop is fully integrated with American Tea Room’s existing e-Commerce platform, Shopify. When an item is updated on the Shopify database, those changes are immediately reflected in the Interactive Tea Zone touchscreen interface. This was developed to provide an omnichannel experience that is consistent across channels and requires no additional maintenance from American Tea Room. T1V is able to report on dwell time, active time, and most viewed products, which is delivered in a weekly report in order to track activity in the Interactive Tea Zone.

In addition to the interactive Tea Zone, American Tea Room creates a truly modern tea house experience with state-of-the-art technology at its brick-and-mortar locations. For efficient service and optimum brewing, the locations use BKON craft tea brewers, which utilize RAIN (reverse atmospheric infusion) technology to brew a cup of tea in about 45 seconds— a process that can take several minutes. American Tea Room also features an iOS smart phone app, so users can browse teas and tea ware, and make purchases. Designed by [ivyptides](#), additional

features include a tea timer, allowing users to prepare a perfect cup of tea, a selection of tea recipes, and a favorites tab for users to curate their list of preferred teas.

To experience the Interactive Tea Zone, visit American Tea Room at 909 S. Santa Fe Ave. Los Angeles, CA 90021 and www.americantearoom.com. To learn more about T1V interactive technology, visit t1v.com.

About American Tea Room

[American Tea Room](http://www.americantearoom.com) offers a distinctly “American tea experience,” featuring a selection of over 200 premium, global teas carefully selected by CEO David Barenholtz. Founded in 2003, the company has been a pillar in the Los Angeles food and beverage scene with its first shop in Beverly Hills, followed by its new, flagship location, which opened in fall 2015 in Downtown Los Angeles’ burgeoning Arts District. Featuring a warm and inviting atmosphere in a modern, industrial setting, the Downtown location is an indoor-outdoor “tea oasis” with a unique selection of specialty drinks, exotic and rare collection of teas, and matcha, prepared using state-of-the-art BKON brewers that brew a cup of tea in 45 seconds. A light, and sophisticated lunch menu featuring tea-infused dishes from Chef Valerie Gordon rounds out the experience.

American Tea Room’s Downtown Los Angeles location is open daily from 9 a.m. to 5 p.m. and can be rented out for nightly private events. Another location will be opening in Newport Beach’s Fashion Island in late fall 2015, with the renovated Beverly Hills shop re-opening in early 2016. For more information, please visit www.americantearoom.com and become a fan on [Instagram](https://www.instagram.com/american_tea_room), [Twitter](https://twitter.com/american_tea_room), and [Facebook](https://www.facebook.com/american_tea_room).

About T1V

T1V creates interactive touchscreen experiences. Deliberately large in size and incredibly durable, our Interactive Platform includes tables and walls, digital signage, and mobile apps. Our products are powered by patented multi-touch, multiuser software that transforms public spaces into more dynamic environments. The T1V team is made up of design, engineering, business and technology minds alike—resulting in unrivaled support to our customers from start to finish.

Based in Charlotte, NC, T1V works with retail, events and exhibits, enterprise, hospitality, and education markets around the globe. The company is recognized as one of Charlotte’s Fast 50 by the Charlotte Business Journal and was named to the 2014 Inc. 500 by Inc. magazine. Visit www.t1v.com to learn more about our products and how we can work with you and your industry. To see more, visit www.t1v.com/showcase/videos.

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