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## **M Social Singapore Clinches ‘Best Business Innovation’ Prize At Singapore Tourism Awards**



*AUSCA, which stands for Automated Service Chef Associate, is the world’s first front-of-house autonomous service chef robot prototype. AUSCA’s job is to make the perfect egg dish for guests at M Social Singapore’s award-winning restaurant, Beast and Butterflies.*

**Singapore, 8 May 2018** – AUSCA the robotic egg chef has clinched M Social Singapore the “Best Business Innovation Award” at the Singapore Tourism Awards 2018.

On 17 November 2017, M Social Singapore successfully launched the world’s first Front-of-House Autonomous Service Chef Robot prototype, ‘AUSCA’ to the hospitality industry. AUSCA prepares sunny-side ups and omelettes with condiments during breakfast at the hotel’s award-winning restaurant, Beast & Butterflies.

“With the world becoming increasingly digital, robotics has increased productivity as well as create a world of possibilities while addressing labour crunch,” said Mr Lee Richards, Vice President of Operations for South East Asia at Millennium Hotels and Resorts (MHR), who received the award on behalf of M Social Singapore.

“After the success of AUSCA, we are looking into rolling AUSCA to our other Singapore hotels under the Group namely, Grand Copthorne Waterfront Hotel, M Hotel Singapore, Orchard Hotel Singapore, Copthorne King’s Singapore and Studio M Hotel this year,” he continued.

This award recognises a Singapore-registered tourism or travel-related organisation that has achieved incremental business improvement, higher productivity and/or enhanced consumer satisfaction within the past two years, as a result of innovatively redesigning their products, processes, services and/or organisational culture.

“I am proud that M Social Singapore is acknowledged as a frontrunner in embracing new technology to stay ahead. It enhances guest experience and changes the way we live and do business,” said General Manager Ms Lee Sul Bi.

In addition to AUSCA, M Social Singapore is also home to AURA, the region's first Front-of-House Autonomous Service Delivery Robot. The robot can operate and ride in elevators, navigate her way to a guest's door, let them know that a delivery has arrived, then open its lid for guests when they answer the door.

AURA delivers bottled water, towels, toiletries and amenities to guest rooms and mingles with guests at M Social. AURA has been integrated with various subsystems in the hotel, such as networks, elevators, and telephony. It has enabled organisation excellence by making business operations more productive, as it addresses manpower shortage through robotics solutions.

MHR is the subsidiary of Millennium & Copthorne Hotels (M&C), the London-listed hotel arm of City Developments Limited (CDL). Both M&C and CDL are members of Hong Leong Group Singapore.

\* For high res photos: <https://we.tl/5iN9X0YhRv>

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