

Pour by phone: Coca-Cola introduces contactless technology to pour your beverage

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Coca-Cola is introducing a new technology that could bring back soda

dispensers.

The beverage company will launch the contactless Coca-Cola Freestyle dispenser, which allows customers to choose and pour drinks from their phones without having to create an account or download an app.

Consumers can hold their camera up to the display, which will auto-scan a QR code and connects to the cloud to bring the Coca-Cola Freestyle user interface to their phone.

Customers can then select from the full menu of brands and flavors, and the machine will subsequently pour their drink.

Coca-Cola Freestyle app users can opt to scan the QR code in the app for a similar experience, with the option to pour pre-saved mixes.

"The software will be pushed to more than 10,000 Coca-Cola Freestyle dispensers later this summer, and all Freestyle dispensers will be contactless-compatible before the end of year," according to a statement by the company.

The new tool was first tested in-market at Firehouse Subs, Five Guys and Wendy's locations in Atlanta.

The news comes as contactless technology becomes the new normal amid the rise of the pandemic. Since March, many businesses and experts have encouraged consumers to use contactless payment systems because of concerns about the spread of coronavirus on cash and credit cards.

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