LED technology vodka stars with Eraman DF at KLIA2

A new vodka bottle possessing value added LED technology has landed in Malaysian airport duty free.

Medea Vodka, which claims to be the worlds only spirit with a customisable LED message band on the bottle, has continued its expansion in Asia by launching into Kuala Lumpur International Airport 2 (KLIA2) this week.

The vodka, carried in a promotion with wholly-owned Malaysia Airports subsidiary Eraman Duty Free, uses Apples iBeacon technology to allow a smart phone to wirelessly set and display scrolling messages.

Available on iPhone and Android platforms, a free-to-use app from the Medea technology team connects each consumer to their own bottle, in turn giving them the option to invite others, join social media and locate their bottle, with updates containing more features planned for the near future.



MEDEA Vodka debuts in Malaysia this week with Eraman Duty Free.

## **TASTE AND TECHNOLOGY**

Hauke Marquardt, Managing Director of global distributors Global Travel Retail Distribution, said: Consumers and retailers are constantly calling for something truly innovative, new and different. Medea is answering their call with a great tasting vodka and its value added technology.



Eraman immediately spotted the fascination Medea can bring to travellers from all over the world and we sincerely thank Eraman for their support.

Zulhikam Ahmad, General Manager, Eraman Duty Free added: When we first saw Medea Vodka, we were impressed by the innovative technology which also attracts travellers that usually do not buy spirits. The Medea bottle with its programmable LED display is a great gift for any occasion.

The liquid is distilled with European wheat and pure artesian water in Schiedam, Holland, at the respected House of Herman Jansen distillery, which has been producing spirits since 1977.