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**LUMA HOTEL SAN FRANCISCO EXPANDS TEAM WITH NEW ROBOTS
AND BECOMES FIRST HOTEL TO OFFER IN-ROOM COFFEE DELIVERY VIA ROBOT**

The arrival of LUCY and LUMIE marks LUMA Hotel as the first-ever property to showcase a 3D-printed beverage carrier and only California destination to house three guest-facing robots

SAN FRANCISCO, Calif. (October 11, 2023) – [LUMA Hotel San Francisco](#) is thrilled to announce the expansion of its on-site digital curator collection with the addition of two new robots for a one-of-a-kind tech-forward in-room delivery experience. The first of its kind in California, LUMA has launched this new collection with custom 3D-printed beverage carriers, specially designed for the safe delivery of piping hot coffee straight to a guest’s hotel room, in addition to other offerings available at the property. Inspired by continued advancements of the Mission Bay community and neighboring tech and biotech companies, LUMA remains committed to being the premier destination for next-generation hospitality and embracing technological excellence for a revolutionized service amenity. The arrival of LUCY and LUMIE marks LUMA as the first hotel to offer robot coffee delivery and the only California property to house three on-site robots, with the introduction of its first robot HENRY debuting during the property’s grand opening last summer.

“Since our inception, LUMA has continued to develop exceptional programming and amenities that truly set us apart from other properties within the destination,” said General Manager Lee Severino. “LUMA embodies a forward-thinking approach and with the expansion of our digital curator collection in addition to these custom carriers, we’ve created a seamless and convenient experience that integrates advanced technology with a sense of playfulness for the ultimate guest experience.”

Derived from the latin root of light and LUMA’s namesake of “bright light,” the two new robots join veteran curator HENRY as LUCY and LUMIE. Available for high-tech quick service, the new robots are equipped to deliver hot beverages and other items to a guest’s hotel room as a result of the custom 3D printed carriers – whether ordering Sightglass coffee and a Craftsman & Wolves pastry from TWYNE Coffee Bar located on the COMMUNITY level of LUMA, or

LUMA

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snacks, beer and wine from the hotel's Bodega. Guests scan a QR code to place their TWYNE order and once complete, the robots take it from there, calling the elevator, selecting the appropriate floor, arriving at the guest's hotel room door and dialing the in-room telephone to announce their arrival. With the implementation of LUCY and LUMIE, the property will also be introducing an upgraded version of HENRY complete with its own 3D custom printed carrier, amplifying elevated contact-free delivery available to service LUMA's 299 guestrooms efficiently.

A vibrant hub within itself, LUMA offers curated contemporary digital art and large-scale installations, 17th floor Cavaña rooftop lounge with Latin American influence and evening wine bar Trevino to round out the hotel's guest offerings. The property is conveniently located within walking distance to Oracle Park, Chase Center and UCSF Medical Center and a short distance from the SoMA neighborhood.

To make a reservation or experience LUMA's collection of robots firsthand, please visit LUMAhotelsf.com.

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About LUMA Hotel San Francisco

Awarded the #1 hottest new hotel in the U.S. by TripAdvisor, LUMA San Francisco is a 299-room modern, innovative hotel. Located in the heart of the city's most up and coming neighborhood—adjacent to Oracle Park, Chase Center and UCSF Medical Center, and within close proximity to the hub of SoMa—LUMA Hotel is the first development in Mission Bay. The property features 7,000 square feet of meeting and event space, a spacious penthouse suite, and state-of-the-art GLOW FIT center with FORME systems. On-site culinary concepts include TWYNE coffee bar, Trevino Wine Bar, Bodega with locally curated bites and beverages, and Cavaña, a 17th floor rooftop cocktail lounge offering elevated Latin American street food and views of the surrounding skyline. The hotel also features several large-scale art installations, including from San Francisco-based contemporary visual artist Jim Campbell. For more information, please visit LUMAhotelsf.com.