



The Creation of New Robot Era

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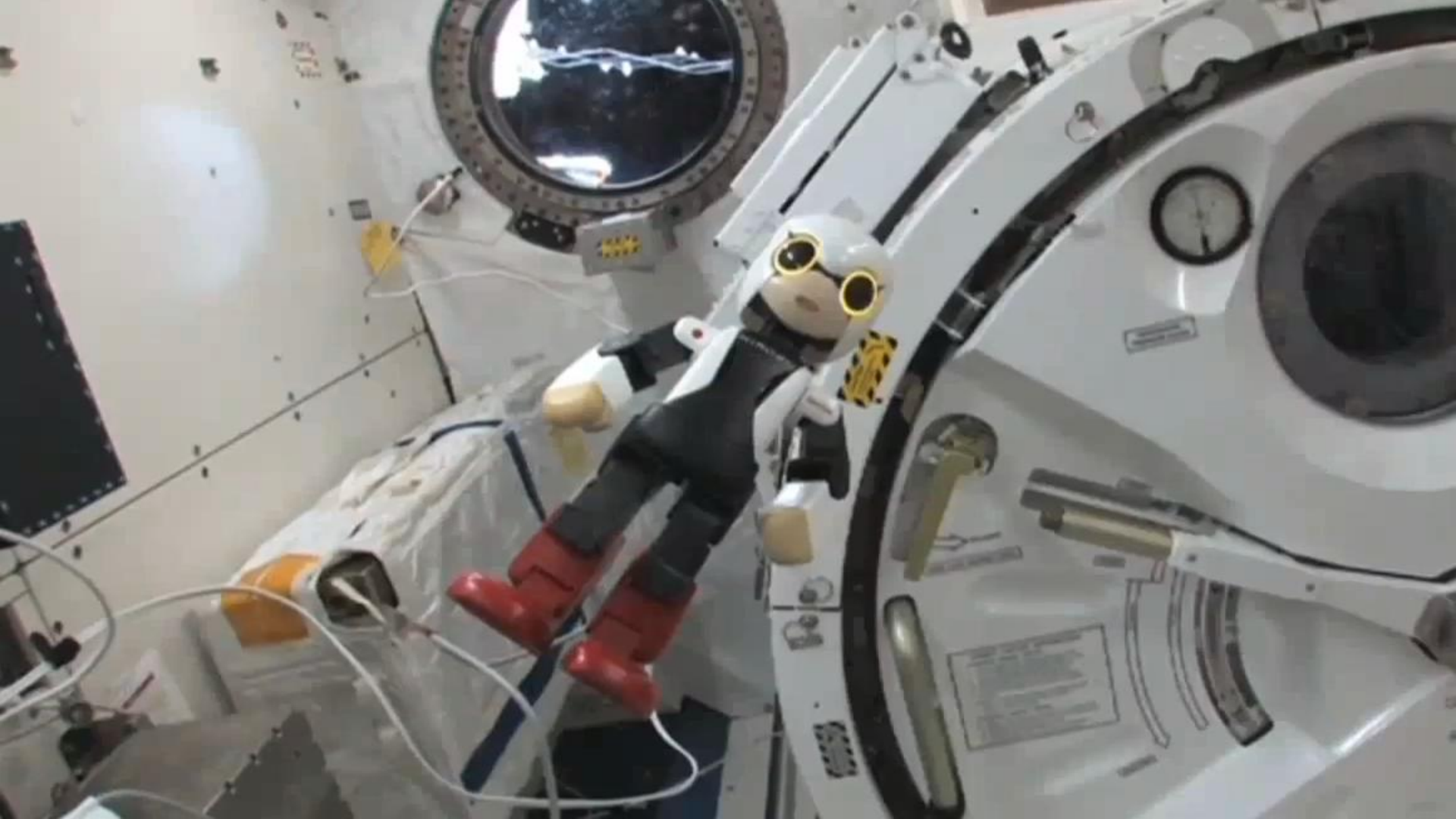
TOMOTAKA TAKAHASHI



Robot Astronaut KIROBO

“On August 21, 2013,
a robot took one small step
toward a brighter future for all.”





ROBOCUP

5 times consecutive
Champion of 300
teams
from 50 countries





Human
Academy
Robot School

850 schools in Japan
11,000 students



Robi

150,000 units,
200million USD sc



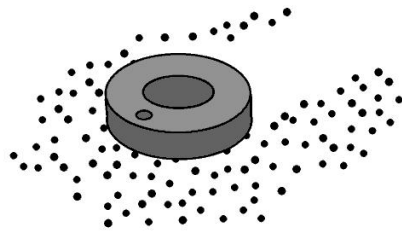
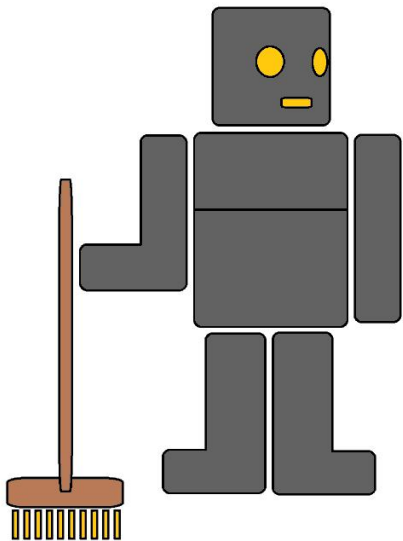


100 Robi

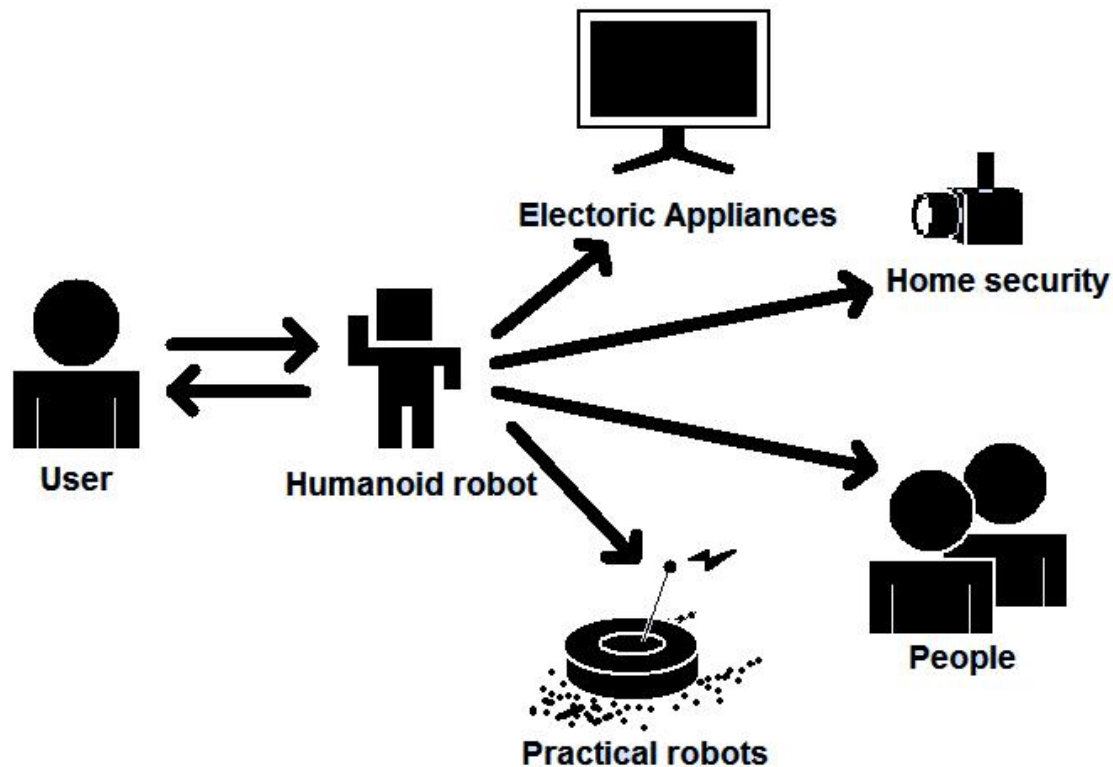
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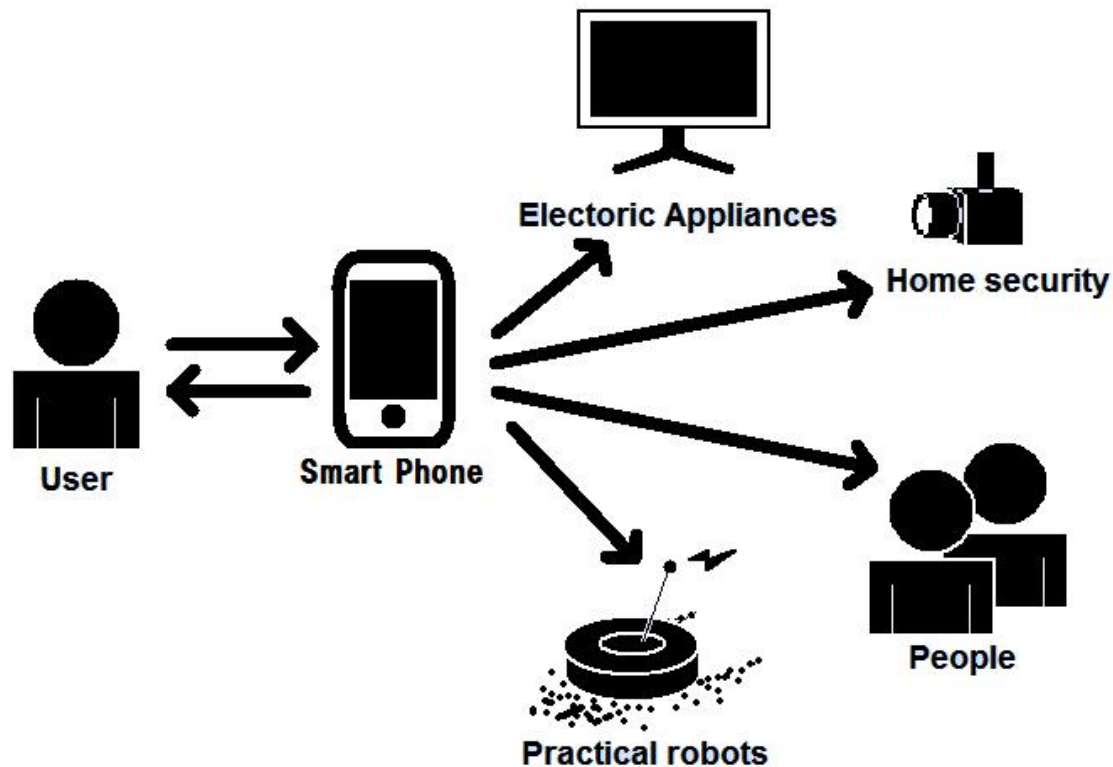
What is a role of a humanoid?



Social robot



Smartphone



Smartphone becomes too perfect

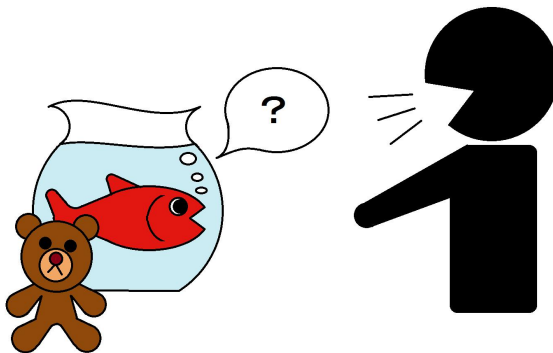
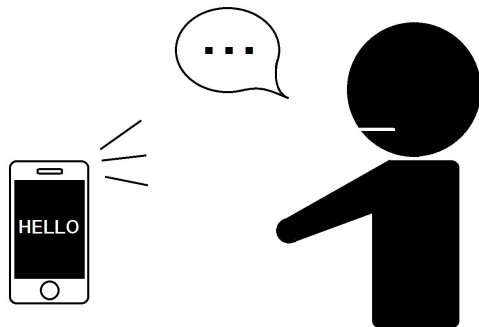
*Being cheap commodity like
PC or Flat screen TV?*

Interface revolution leads smartphone

Touch screen ◎

Motion sensors ○

Voice recognition ×



Frequent conversation



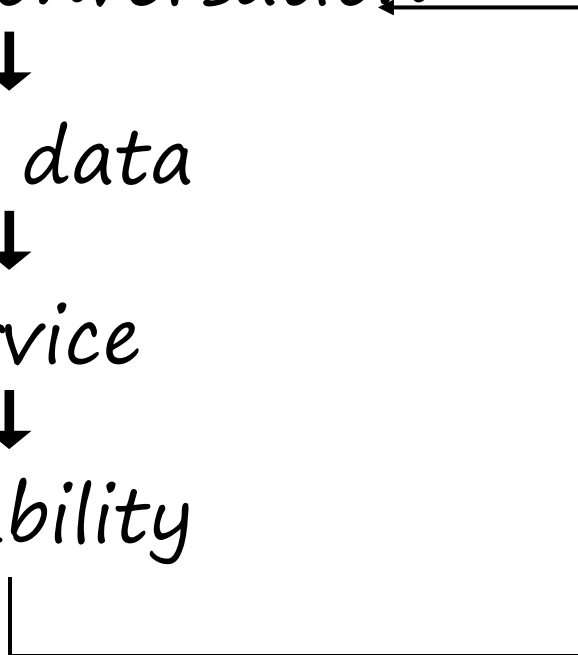
User data



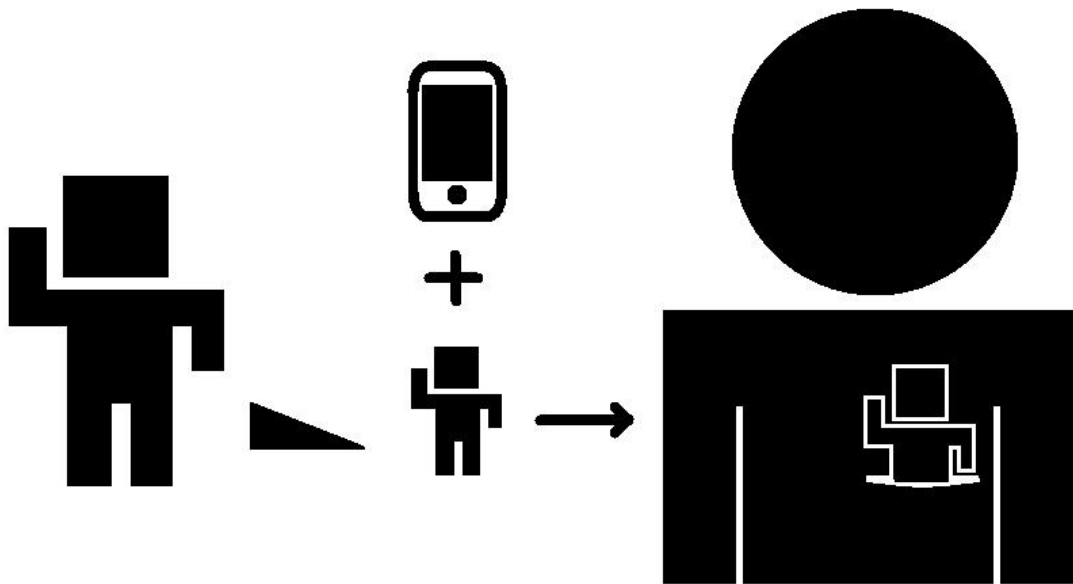
Service



Reliability



Robot will be in your pocket.



Small little buddy helping main character



RoBoHoN

The world's first Robot
☺

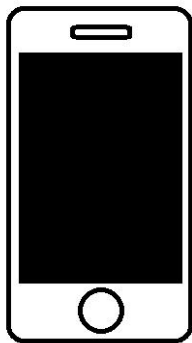


3 features of RoBoHoN

No physical task

Personal device

Phone business model



*Hardware platforms lead
innovations.*

*RoBoHoN is the biggest game-
changer*

since original iPhone was born.

FORUM SHANGHAI
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MMA
CHINA 中国无线营销联盟