



## Company Overview

Hanson Robotics develops the world's most humanlike robots, endowed with remarkable expressiveness, aesthetics and interactivity. The Company and its founder, Dr. David Hanson, has built a worldwide reputation for creating robots that look and act genuinely alive, and produced many renowned one-of-a-kind prototypes and products that have received massive media and public acclaim.



The lifelike appearance and behavior of the Company's robots spring from a unique combination of robotic technology, skin technology, character design/animation, and AI. The patented nanotech skin closely resembles human skin in its feel and flexibility. Proprietary motor control systems enable Hanson robots to persuasively convey a full range of human emotions. The Company's artificial intelligence software, MindCloud™, will ingest emotional, conversational, and visual data that will spawn uniquely rich insights into how people think and feel.



The Company's long-term mission is to dramatically improve people's everyday lives with highly intelligent robots that teach, serve, entertain, and provide comforting companionship. These interactions will, over time, enable MindCloud to learn "how to be human," trained by relationships with human beings. The Company envisions that one day MindCloud will be able to address and solve some of the most challenging problems of the times.

One of the robot characters that the company has recently unveiled is Sophia, who has already become a celebrated global personality. Sophia is the most endearing, expressive, and empathetic robot that the world has ever seen. Her charm will initially stem from her incredible human likeness, unbelievable facial expressions, and verbal and nonverbal interactivity. Over time, her growing intelligence, charismatic personality, and remarkable story will enchant the world and connect with people regardless of age, gender, and culture. She will develop into an emblem for the Hanson Robotics brand, and an embodiment of the company's vision for Genius Machines.





## Commercial Applications

The Company aims to radically disrupt the consumer and commercial robotics market with affordable robots that have high-quality expressions and verbal and nonverbal interactivity. This enables the robots to engage in rich emotional dialogs with people, conveying and perceiving feelings along with thoughts, and over time develop deep and meaningful relationships with humans.

The Company's robots have immediate applications as media personalities in movies and TV shows, entertainment animatronics in museums and theme parks, and for university research and medical training applications. The Company will be introducing a new range of robots that will entertain, educate, and enrich the lives of mass consumers, as well as serve businesses and delight their customers in a

broad variety of commercial applications, including building traffic and promoting products and services in retail, tradeshow, auto showrooms, and banks, and entertaining and guiding customers in hotels, shopping outlets and malls, and residential developments. Their engaging expressiveness and conversational abilities, combined with empathetic AI, will empower the robots to be likeable, perceptive, and trusted companions for the humans whose lives they touch.

## Competitive Advantages

The Company has an unusually broad range of strengths and competitive advantages.

Hanson Robotics is the acknowledged world leader in humanlike facial robotics. The founder, Dr. David Hanson, has more than fifteen years' experience creating robots with facial expressiveness so realistic that observers often mistook them for real human beings. A combination of patented skin technology and deep know-how provide a significant barrier to competition, regardless of how large or well-resourced.



The Company also has deep expertise in character creation and storytelling. In addition to making robots look alive, it is vital to endow them with personalities, quirks, expressiveness, memories, self-awareness and motivations. Key Company team members learned their character development craft in Hollywood studios, and are now building both robot characters and the toolkits to expedite the creation of personas for future robots.

The Company's location in Hong Kong puts it on the doorstep of the "world's toy factory" in Guangdong. The rich electro-mechanical know-how in Guangdong is analogous for robotics to the depth of IT know-how in Silicon Valley. Guangdong toy engineers and factories are uniquely capable of designing and building high performance, inexpensive, reliable and scalable products for a small fraction of cost of producing similar items elsewhere. Key Company team members have been responsible for the creation, engineering, manufacturing and marketing of hit robotic toys that sold in the many millions of units worldwide.

Finally, the Company has deep expertise in the cutting edge of artificial intelligence (AI) technology. The Company's chief software scientist is one of the foremost leaders in the "artificial general intelligence" (AGI) movement. Where conventional AI reasons with narrow rationality, AGI thinks like humans do, with subjective inference and emotionality.

## **Leadership Team**

### Dr. David Hanson, Founder and Chief Executive Officer

Former Walt Disney Imagineering senior designer, recipient of numerous awards from NASA, NSF, AAAI, Tech Titans' Innovator of the Year, and Cooper Hewitt Design Triennial, heralded as a robotics "genius" by Wired and PC Magazines, BFA film/video Rhode Island School of Design, PhD in interactive arts and engineering/aesthetic studies University of Texas, additional studies at Brown, UCLA and UCSD.

### Dr. Ben Goertzel, Chief Scientist

Renowned thought leader in AI and AGI. Leads the development of the MindCloud architecture, using OpenCOG AI platform. Developed trading and sentiment analysis systems for Webmind, Clarium Capital, StockMood, Cerrid Capital, and Chaikin Trading. Mathematics PhD from Temple University, adjunct professor at Xiamen University.

### Andy Rifkin, Chief Technology Officer

As VP Development at Mattel Media, led creation, development and production of Barbie Fashion Designer, Barbie Riding Club, Barbie Digital Camera and Hot Wheels Stunt Track Driver. VP, Interactive Application Technology, Time Warner Cable and Full Service Network, VP, Advanced Technologies, director of advanced technologies, Time Customer Services, director of research and development, New Business Development, Time, Inc.

### Dr. Jeanne Lim, Chief Marketing Officer

Prior Asia Pacific marketing director roles in 3Com, Cisco-Tandberg, Dell, Danaher. Retail and consumer business manager at Apple--launched Apple's most innovative products in Asia, including Newton, PowerBook, iMac. Founded marketing consulting company and was the corporate head of marketing at HelloAsia, an internet startup. MBA and Ph.D in Energy Medicine.

### David Chen, Chief Financial Officer/Director

Shanghai-based investor/entrepreneur. Formerly a product manager at Honda automotive, Chen holds an MBA from Harvard and electrical engineering degrees. Founder and Director of AngelVest private equity fund, through which Chen is the lead investor instrumental in bringing Dr. Hanson to Hong Kong.

### Douglas Glen, Executive Director

Investor/entrepreneur who was the CEO of Imagi Animation Studios, Chief Strategy Officer of Mattel Toys, President of Mattel Media, Group Vice President of Sega of America, Founding Director of Harmonix, General Manager of LucasArts Entertainment, and Managing Partner at ProVen Private Equity. Glen completed his undergraduate education at MIT.

## **Contact**

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