Press Kit

HANSON ROBOTICS



2019

HANSON ROBOTICS

We bring robots to life.

Hanson Robotics is an AI and robotics company dedicated to creating socially intelligent machines that enrich the quality of our lives. Our innovations in AI research, robotics engineering, experiential design, storytelling and material science bring our robots to life as engaging characters, useful products and as evolving AI. Our robots will serve as AI platforms for research, education, medical and healthcare, sales and service, and entertainment applications. In time, we hope our robots will come to understand and care about us through cultivating meaningful relationships with those whose lives they touch, and evolve into wise living machines who advance civilization and achieve ever-greater good for all.

www.hansonrobotics.com

Press Information

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HANSON ROBOTICS

Sophia

Sophia's Page

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Sophia is Hanson Robotics' latest human-like robot, created by combining our innovations in science, engineering and artistry. She is a personification of our dreams for the future of AI, as well as a framework for advanced AI and robotics research, and an agent for exploring human-robot experience in service and entertainment applications.

Sophia was created to be a research platform for Hanson Robotics' ongoing AI and robotics research work. Working with labs, universities and companies around the world, she is an architecture and a platform for the development of real AI applications. The Sophia character is also an evolving science fiction character we use to help explore the future of AI and lifelike humanoids, and to engage the public in the discussion of these issues.

She has become a much-sought-after media personality, helping to advocate for AI research and the role of robotics and AI in people's lives. She has appeared on CBS 60 Minutes with Charlie Rose, the Tonight Show Starring Jimmy Fallon, Good Morning Britain, and has been a keynote speaker and panel member at some of the world's most prestigious conferences. She has also addressed members of the UN, ITU, and NATO.

Sophia has also received the title of Innovation Champion for the United Nations Development Programme (UNDP) to promote sustainable development with the use of technology and innovation in developing countries and named the new ambassador and future AI Tutor for iTutorGroup, the premier online education platform and largest English-language learning institution in the world. She was also named the 2018 Gold Edison Award™ winner in Robotics.

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Who is Little Sophia?

Little Sophia is the little sister of Sophia the Robot and the newest member of the Hanson Robotics family. She is 14" tall and designed to make learning STEM, coding and AI a fun and rewarding adventure for kids 8+.

Little Sophia delivers a high-quality, entertaining and educational experience so young students are highly motivated to spend time learning with her. The interaction between Little Sophia and users focuses on storytelling and learning new things.

Little Sophia has the same endearing personality as Sophia the Robot. She is intensely curious, refreshingly innocent, and uniquely playful. She is the only consumer robot with a human-like face who can generate a wide range of human facial expressions. She not only responds to commands, but also actively engages in conversations. This unparalleled responsiveness together with her humanoid design makes Little Sophia a smart, educational companion.

Feature Highlights

- Wide range of facial expressions
- Walks
- Tracks faces
- Chats with you
- Tells stories, jokes, play games, sings
- Augmented reality function that allows you to take the perfect selfie
- Interacts with you while teaching coding and AI
- Programmable with Blockly and Python
- WiFi and Bluetooth enabled

Target Audiences

1. Children aged 8+ years old.
2. Fans of big Sophia.
3. Adults who love robots and tech gadgets.
4. Educators and organization teaching coding and STEM.

Availability

Little Sophia is currently in the prototype phase. She will be available for purchase and delivery at the end of 2019. For more information and to stay updated on Little Sophia's progress and our Indiegogo campaign, please visit Little Sophia on the Hanson Robotics website.

HANSON AI

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The Hanson Robotics' award-winning team of AI scientists, roboticists and engineers has devoted decades to researching and developing innovations in the AI and robotics fields. With our teams' research, discoveries and inventions, our robots would not be the ultra-realistic humanoid versions that we are so well-known for today.

From advanced natural language processing and voice recognition to cutting edge computer vision, 3D object tracking and dialog systems, our robots are development platforms allowing engineers around the world to usher in the coming robot revolution.

Our rapidly evolving open architecture dialog system, is embodied through our robots, adding expressions, computer vision, NLP, soft robotics and movement to the technology core.

Dialog systems like ours and those of our competitors are generally considered to be core AI technologies at the crux of deep learning work. As such, they are real AI, and we look forward to the day that robotics and AI technology reaches an intelligence level comparable to that of the smartest humans. No one has reached advanced general intelligence (AGI) yet, but we believe that day is coming, and we are working to help achieve that.

COMMERCIAL APPLICATIONS

Hanson Robotics aims to radically disrupt the consumer and commercial robotics market with affordable robots that have high-quality expressions and verbal and nonverbal interactivity.

Hanson robots are able to engage in rich emotional dialog, convey and perceive feelings along with thoughts, and, over time, develop deep and meaningful relationships with humans.

The robots have immediate applications as media personalities in movies, TV shows and at live events; entertainment animatronics in museums and theme parks; and for university research and medical training. Hanson robots entertain, educate, and enrich the lives of consumers while serving businesses in a broad variety of commercial applications. From building traffic and promoting products and services at trade shows, showrooms, and events, to entertaining and guiding customers in hotels, shopping centers, and residential developments, the robots can be used in a variety of use cases. Their engaging expressiveness and conversational abilities, combined with empathetic AI, empower the robots to be likeable, perceptive, and trusted companions for the humans whose lives they touch.

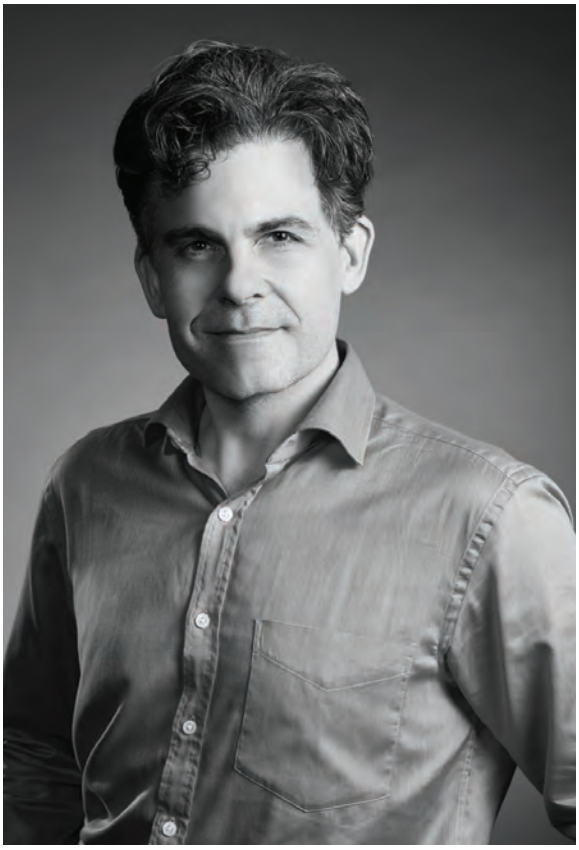
DIFFERENTIATION

- Dr. David Hanson has over 15 years of experience creating robots with facial expressiveness so realistic that they have been mistaken for human beings.
- A combination of patented skin technology, artistry, and deep technological know-how provide a significant barrier to competition.
- Expertise in character creation and storytelling. Several members at Hanson Robotics have learned their character development craft in Hollywood studios.
- The development of toolkits to expedite the creation process 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, uniquely positioning it to design and build high performance, inexpensive, reliable and scalable products for a fraction of the cost to produce similar items elsewhere.
- Extensive knowledge of artificial intelligence (AI) technology. Hanson Robotics' AI team is at the forefront of the artificial general intelligence (AGI) movement.

HANSON ROBOTICS

DAVID HANSON Ph.D.

Founder & Chief Creative Officer



David Hanson develops robots that are widely regarded as the world's most human-like in appearance, in a lifelong quest to create true living, caring machines. To accomplish these goals, Hanson integrates figurative arts with cognitive science and robotics engineering, inventions novel skin materials, facial expression mechanisms, and collaborative developments in AI, within humanoid artworks like Sophia the robot, which can engage people in naturalistic face-to-face conversations and currently serve in AI research, education, therapy, and other uses.

Hanson worked as a Walt Disney Imagineer, both a sculptor and a technical consultant in robotics, and later founded Hanson Robotics. As a researcher, Hanson published dozens of papers in materials science, artificial intelligence, cognitive science, and robotics journals — including SPIE, IEEE, the International Journal of Cognitive Science, IROS, AAAI, AI magazine and more. He wrote two books including "Humanizing Robots" and received several patents. Hanson was featured in the New York Times, Popular Science, Scientific American, WIRED, BBC and CNN. He also received earned awards from NASA, NSF, Tech Titans' Innovator of the Year, RISD, Cooper Hewitt Design Triennial, and the co-received the 2005 AAAI first place prize for open interaction of an AI system. Hanson holds a Ph.D. in Interactive Arts and Technology from the University of Texas at Dallas, and a BFA in film Animation video from the Rhode Island School of Design.

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JEANNE LIM Ph.D.

Chief Executive Officer



Jeanne Lim is the Chief Executive Officer of Hanson Robotics Limited. Jeanne was formerly the Chief Marketing Officer at Hanson Robotics and the Brand Manager and co-character lead of Sophia the Robot. She has over 25 years of business management and marketing experience in the technology industry, having served as the Asia Pacific marketing head for Danaher, Dell, Cisco-Tandberg, 3Com, as well as leading corporate marketing executive for a Silicon Valley-funded internet startup.

Jeanne began her career as a general management trainee in the Swire Group and worked on rotational assignments within the group's shipping, trading, and aviation (Cathay Pacific Airways) businesses. She then joined Apple Computer as a business analyst, later moving up to product management, product marketing, and business management roles. She led the launch of many of Apple's groundbreaking products such as the Newton, PowerBook, and iMac, as well as developed a custom desktop publishing solution for the China market. As the Asia Pacific head of marketing for several leading enterprise technology companies, Jeanne built marketing teams, launched new businesses, and championed intrapreneurial projects. She also held the position of corporate head of marketing at an internet startup funded by Intel Capital, Greylock, and H&Q Asia Pacific, subsequently acquired by a Nasdaq-listed company. Jeanne also founded a consulting company that provided marketing strategy and services to multinational corporations and technology startups looking to commercialize new products or enhance the results of their marketing efforts in Asia Pacific.

Jeanne has a Ph.D. degree in integrated and holistic health from the Energy Medicine University in the United States, a Master of Business Administration from the University of Science and Technology in Hong Kong, and a Bachelor of Arts in Psychology from the University of California, Berkeley. She is an angel investor of several startups and a board director of Hanson Robotics, Kami, BioSmart Investment Group, and Himalayan Consensus Institute–an NGO involved in social enterprise development and climate protection.

in @jeannelim



AMIT KUMAR PANDEY Ph.D. in

Chief Technology Officer & Chief Science Officer

Amit Pandey brings his integral background in AI, robotics, and social interaction to accelerate the development of the Hanson AI platform powering the intelligence and interactive personalities of the company's robots and virtual AI characters. He also leads the development of commercial AI and robot solutions for media, research, service, and home applications. Amit was formerly Chief Scientist, Research and Innovation at Softbank Robotics Europe. He holds a Ph.D. in Robotics and AI from the INSA, University of Toulouse, a Master of Science by Research in Computer Science and Engineering from the International Institute of Information Technology, and a Bachelor of Technology from the Jaypee Institute of Information Technology.



DAVID CHEN in

Chief Financial Officer & Board Director

David Chen is a Shanghai-based investor and entrepreneur and sits as the Chief Financial Officer and Director of Hanson Robotics. Formerly a Product Manager at Honda Automotive, Chen is the Founder and Director of AngelVest, a private equity fund. Chen is the lead investor instrumental in bringing Dr. Hanson to Hong Kong. Chen received a MBA from Harvard University and a BS in Electrical Engineering from University of Rochester.



EDDIE LEE in

Co – Chief Financial Officer

Eddie has 13 years of experience in international business and finance management in the US, China, Hong Kong, and Europe. Prior to his engagement with Hanson Robotics, Eddie was the Group Assistant CFO of Thunder Power and the Managing Director of Max Group, devoting himself in the field of international business management of an electric vehicle company headquartered in HK with R&D and production base in Europe and Greater China for over 2 years, and a fully vertically integrated fashion group for over 8 years covering sales distribution channels in both retail and wholesale segments in more than 20 countries respectively. Eddie received a MBA from HKUST and BS in Electrical Engineering and Computer Science from UC Berkeley. He is also a CFA and FRM charter holder.



DOUG GLEN in

Chief Strategy Officer & Board Director

Doug is a Hong Kong- based investor/entrepreneur and Hanson Robotics' Chief Strategy Officer. Doug has over 35 years in the technology, media and entertainment space working previously as 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. Before joining Hanson Robotics, Doug founded an ad agency, a digital production studio, and a media distribution company. He received his BS from the Massachusetts Institute of Technology.

MEDIA COVERAGE



















































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