

The logo consists of two thick, horizontal white bars stacked vertically, positioned to the left of the text.

SoftBank

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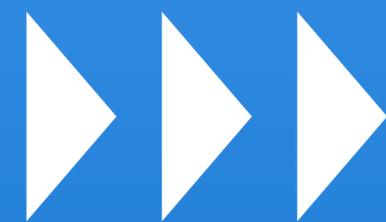
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1949

Birth of von Neumann machine

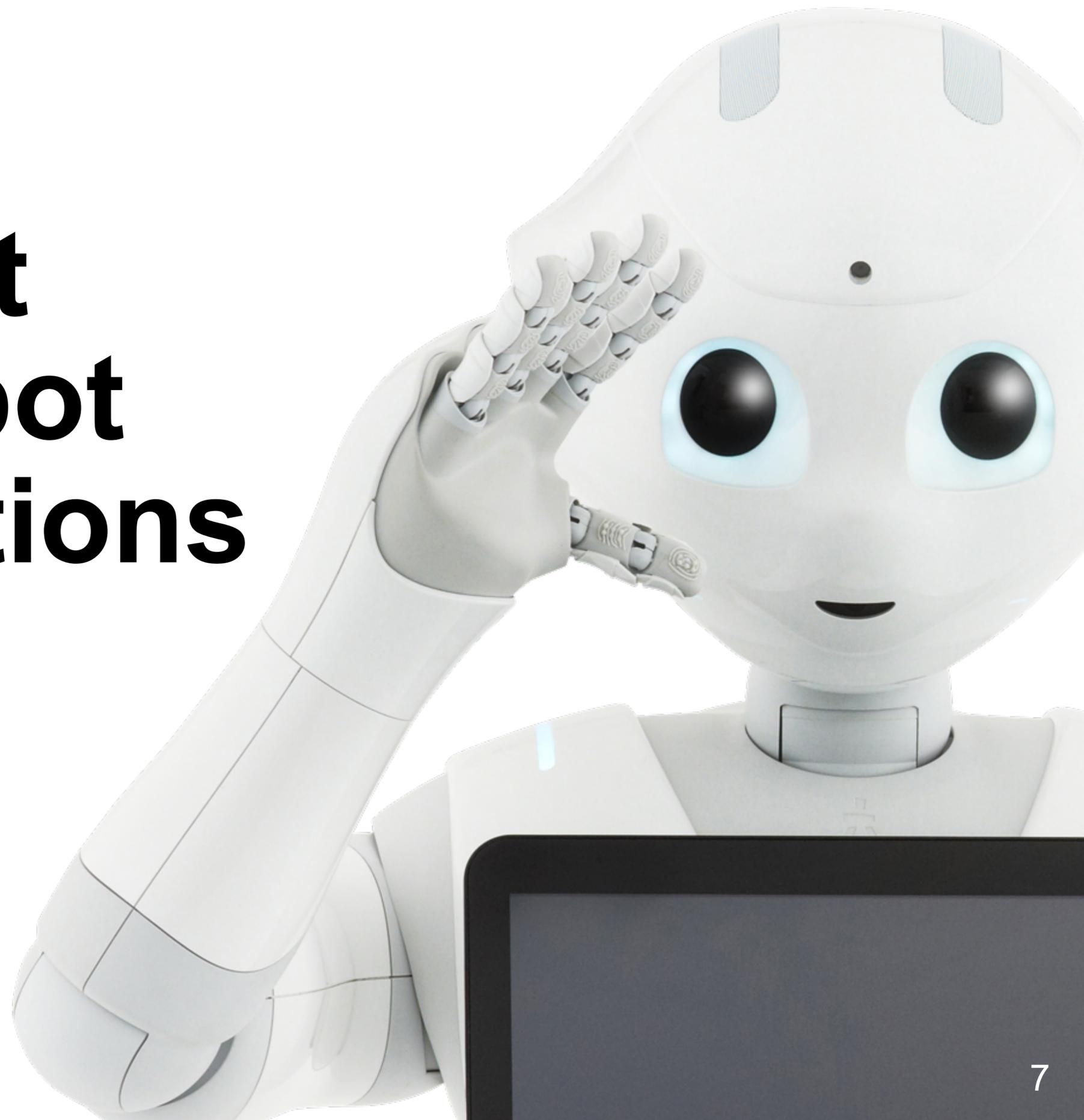
1949



2014

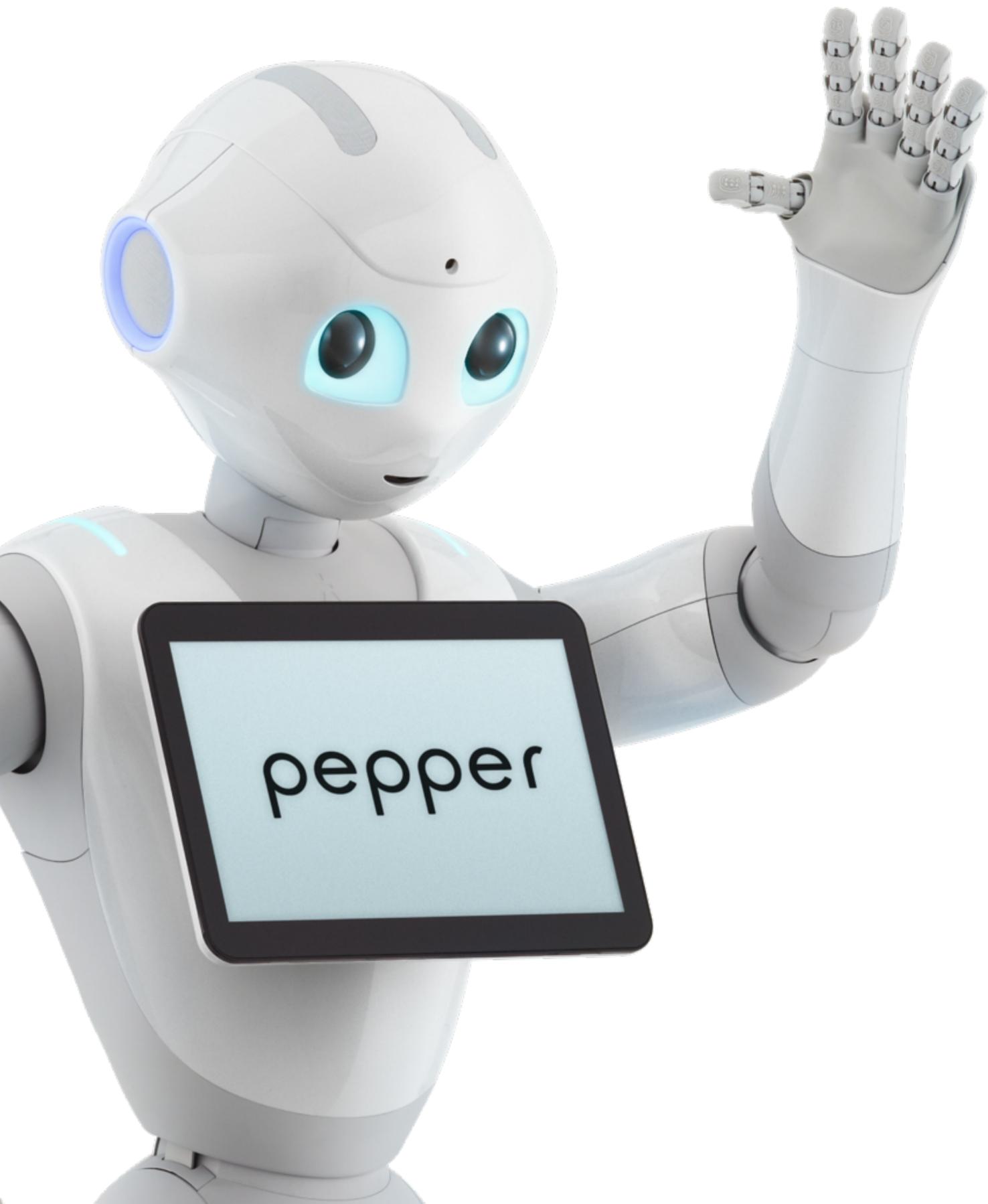
Turning point for humankind

World's first Personal Robot that reads emotions



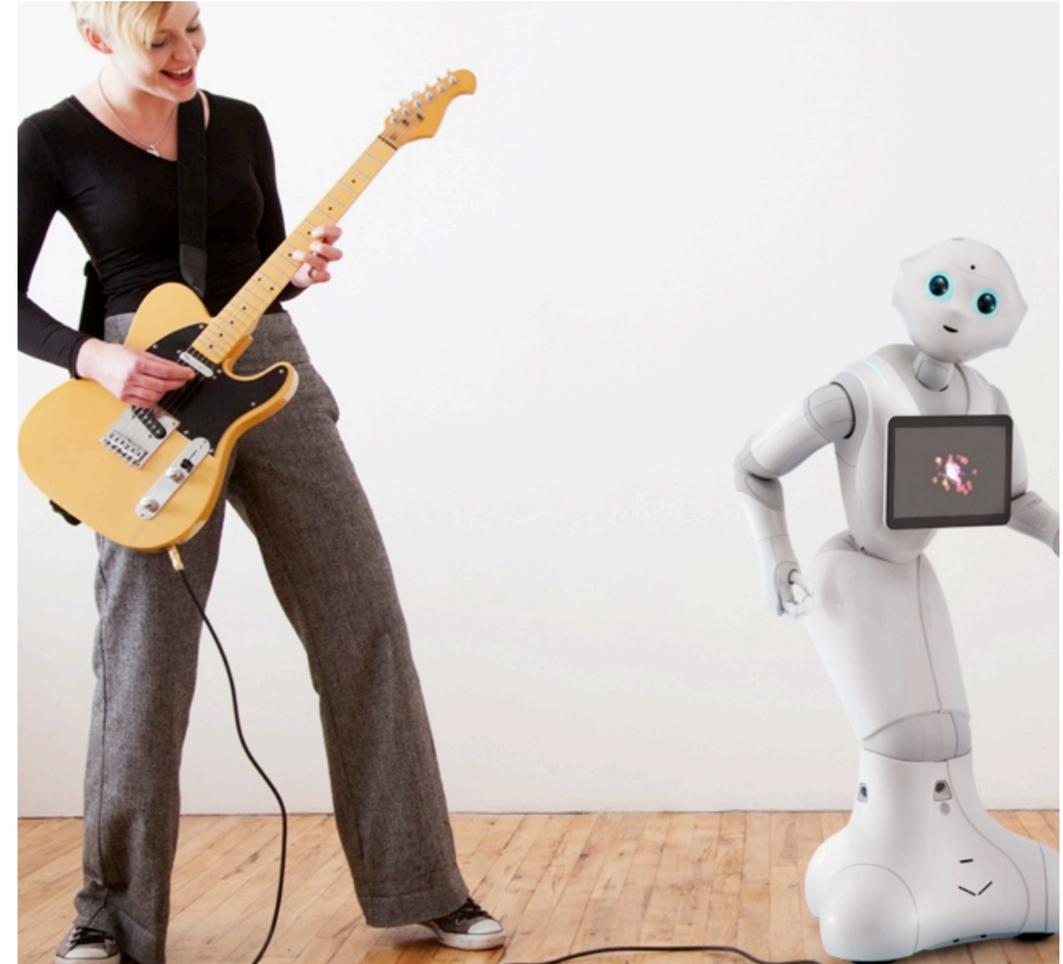
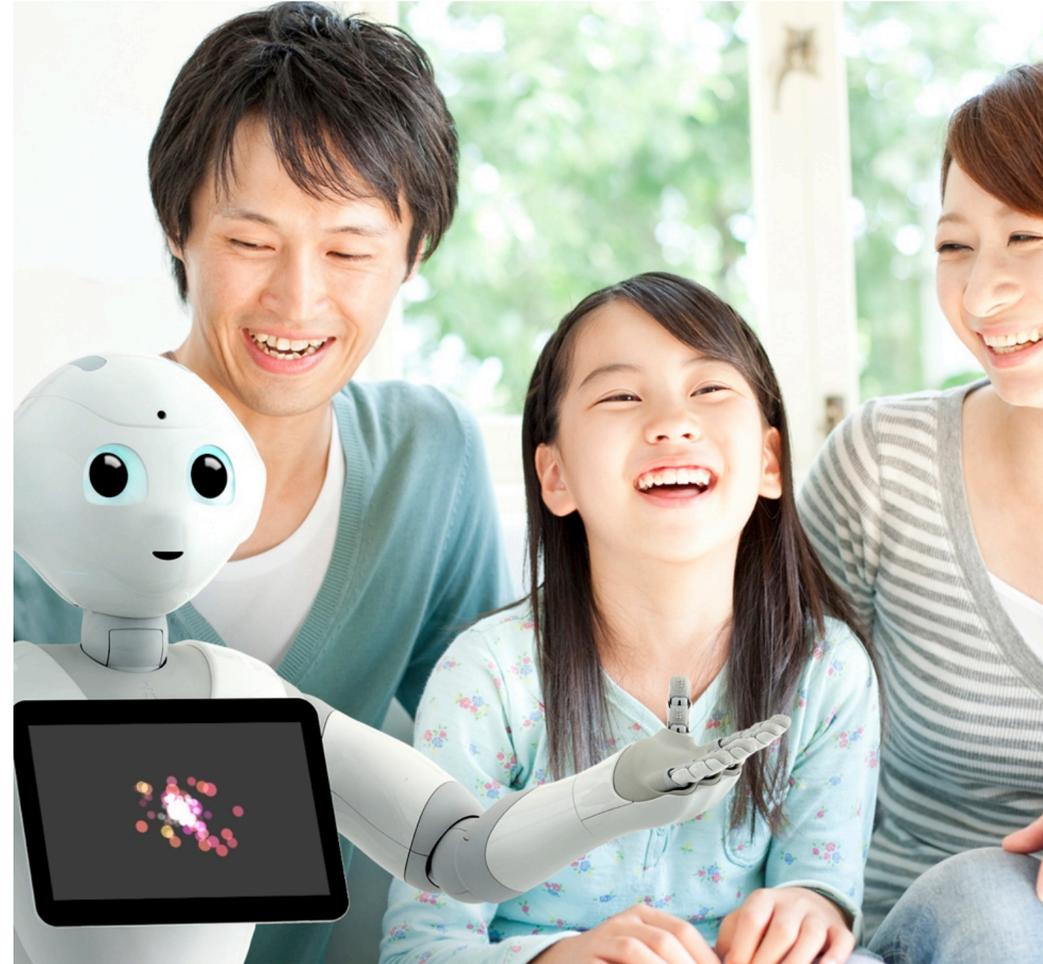
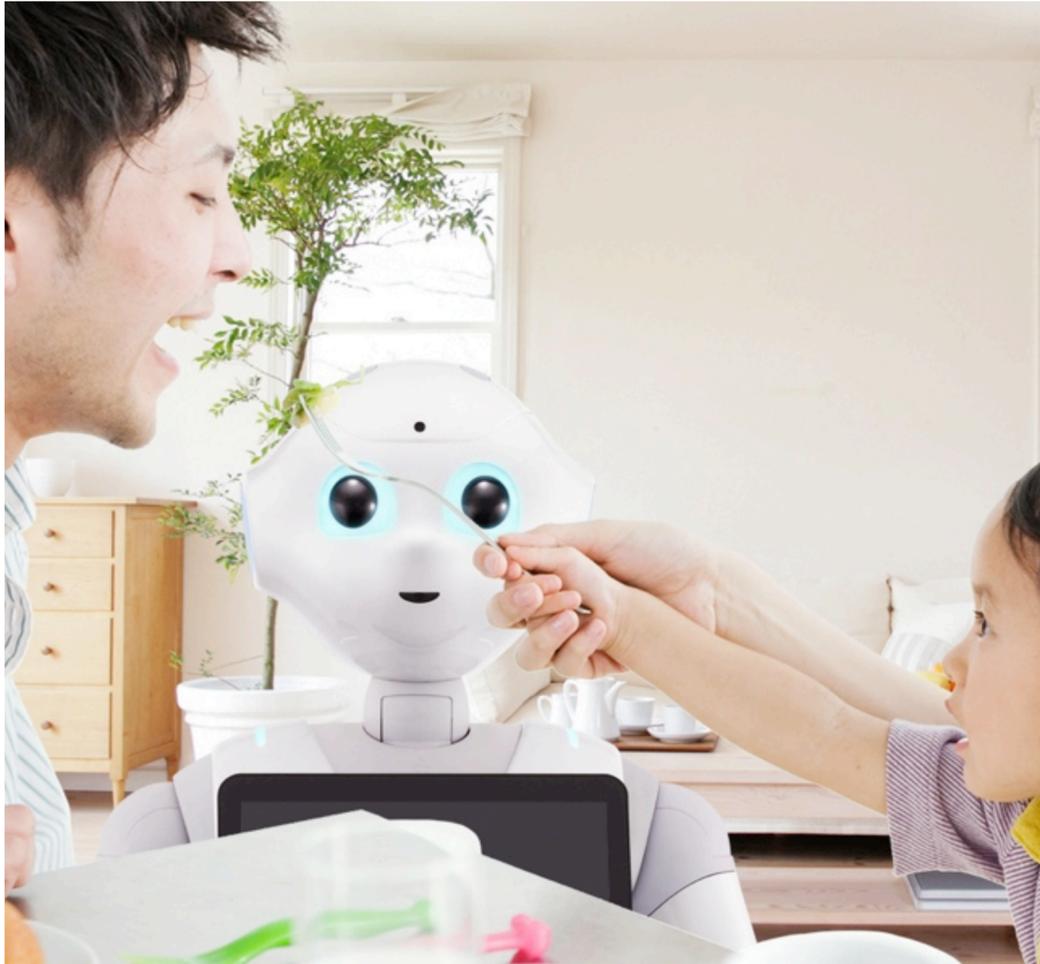
SoftBank Vision

Affectionate Robot



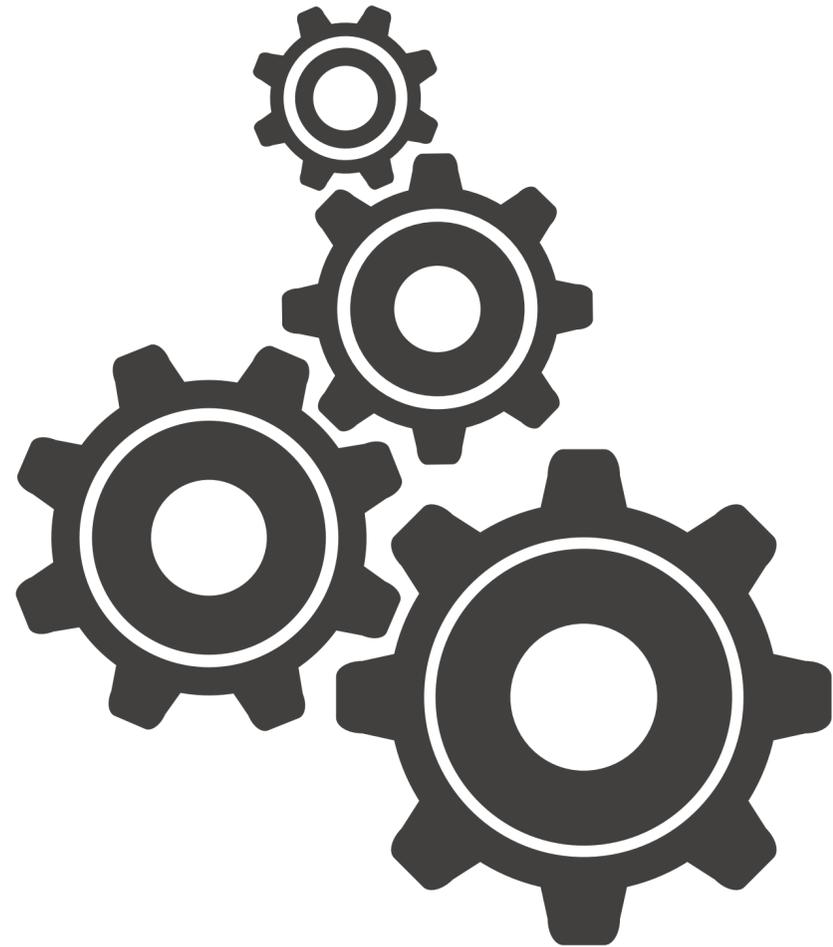
A robot that can understand **feelings** and behaves autonomously





Family joy = Personal joy

von Neumann machine



Works by programming

Personal Robot



Works for family joy

Personal Robot Highlights



Emotional engine

+



Cloud AI

What is Emotion?



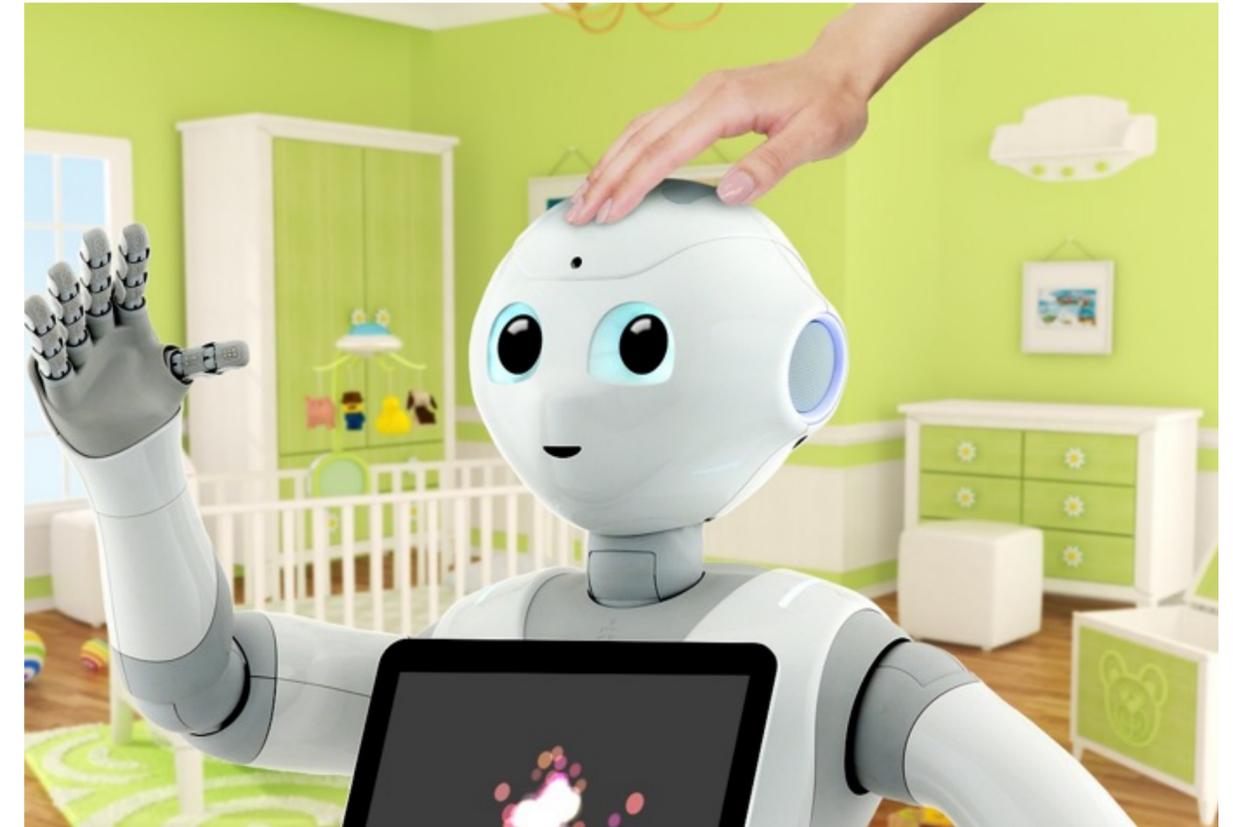
Praise
(Communicate joy)

Happy
(Want to be praised more)

Emotional Engine



Appreciation
(Communicate joy)



Recognize good
(Digitize feelings and learn autonomously)

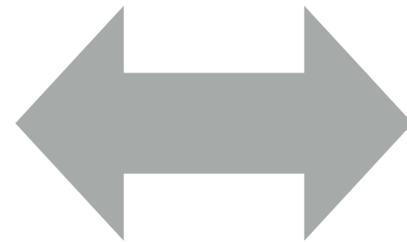
Cloud AI



**Accelerating growth
through collective wisdom**

Learn family's habits and likes

Share collective wisdom worldwide



Make people happy by reading situation

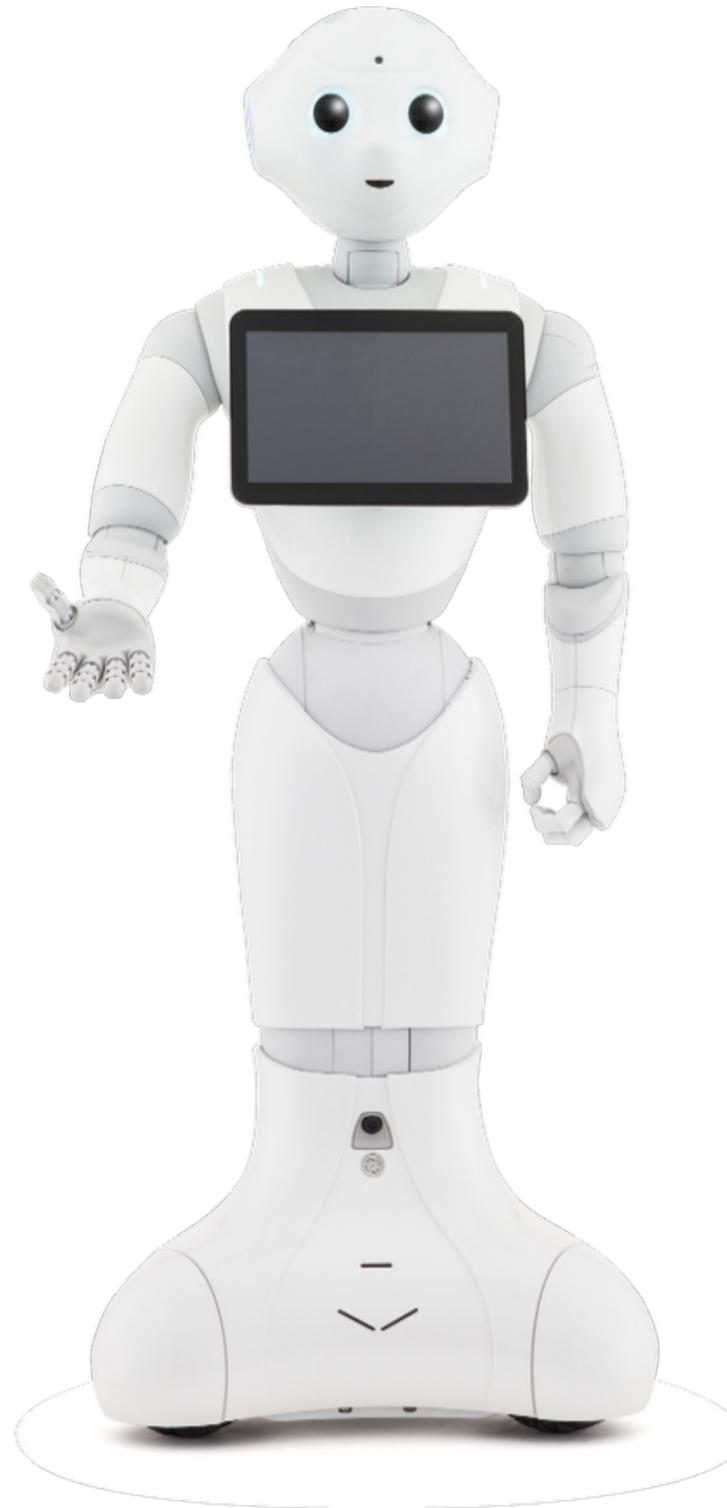
Interaction with children

Let's read a book

She smiled a lot when I read to her today



Children



Mother

**Comforts children
by reading situation**

Reports wave of emotion

Party Promoter

Happy birthday!

Today's highlight!



Dance and sing

**Gets party going
by reading situation**



Emotional moment

Records wave of emotion

Wave of Emotion



Intensive recording

Normal



Simple recording

Traditional Robot



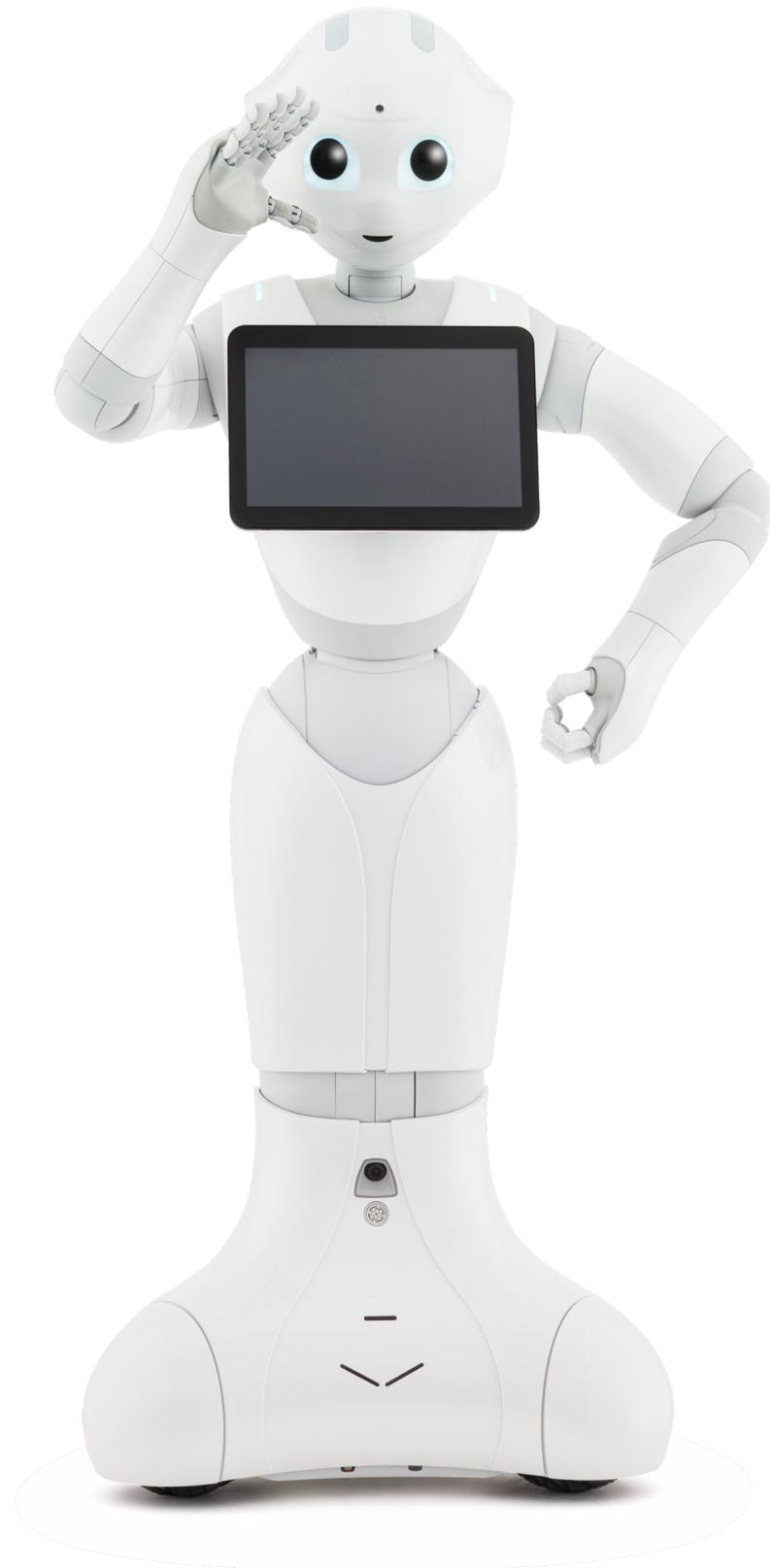
CPU & memory

Individual programs



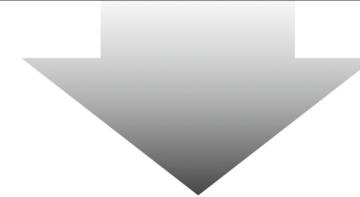
**Capability is limited and
low room for growth**

Personal Robot



Emotional engine

Collective wisdom through Cloud AI

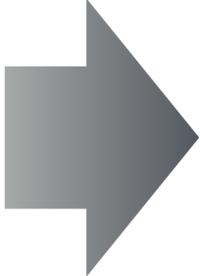


**Learn and grow
by reading situations**

Sometimes makes mistakes



Evolves over time



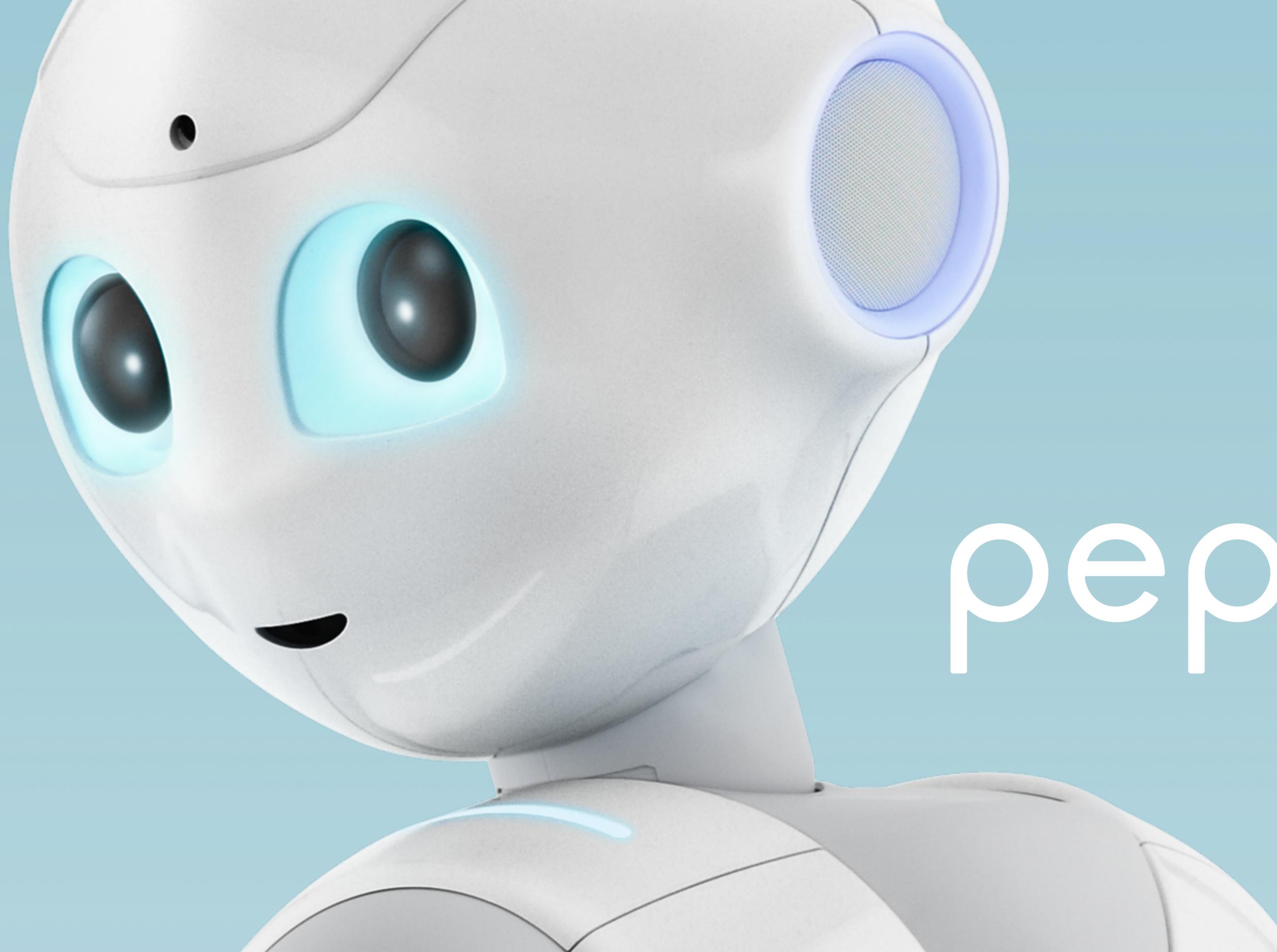
Part of a happy family



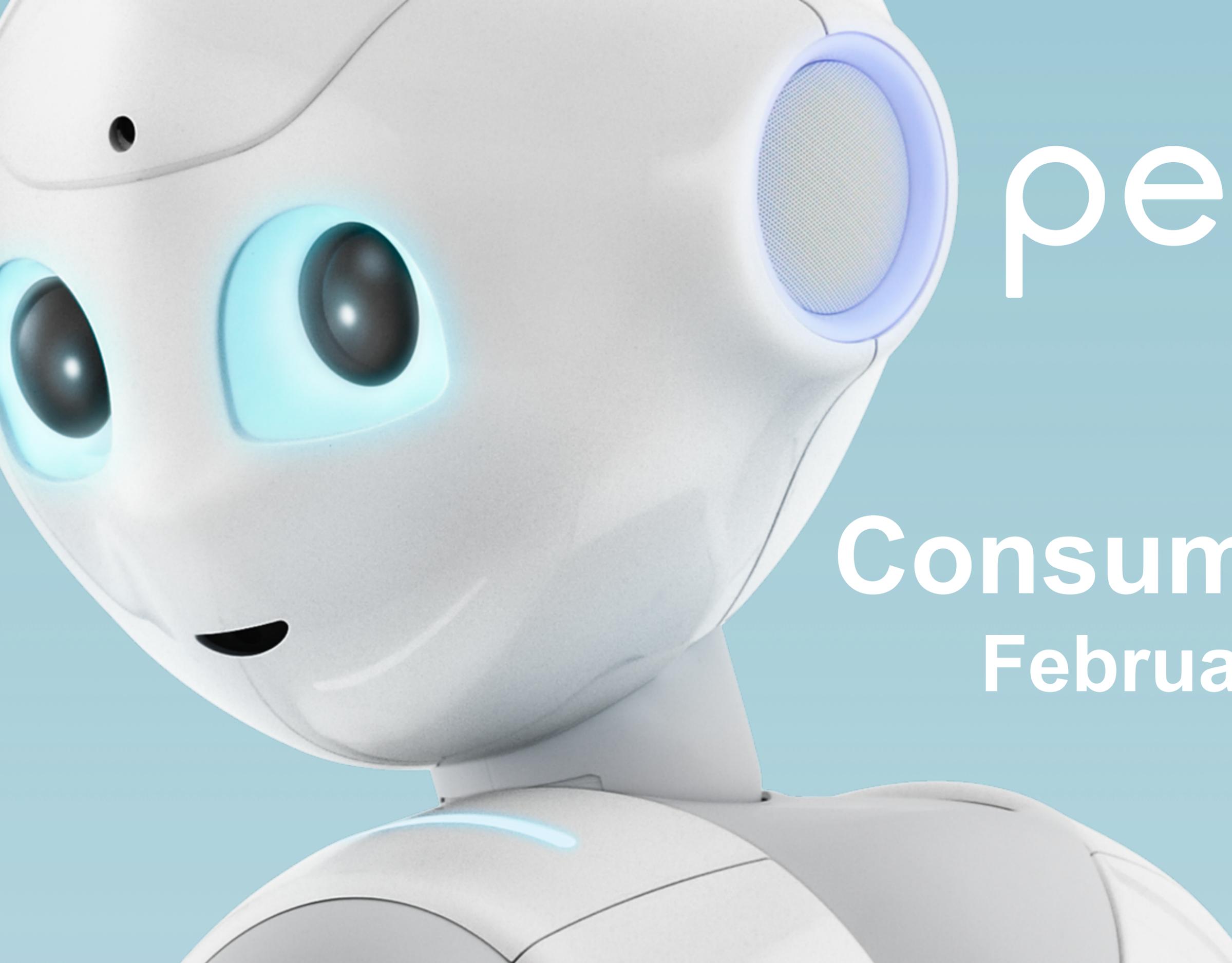
His gradual learning has begun

**First robot
for realizing our vision**

**World's first
Personal Robot
that reads emotions**



pepper



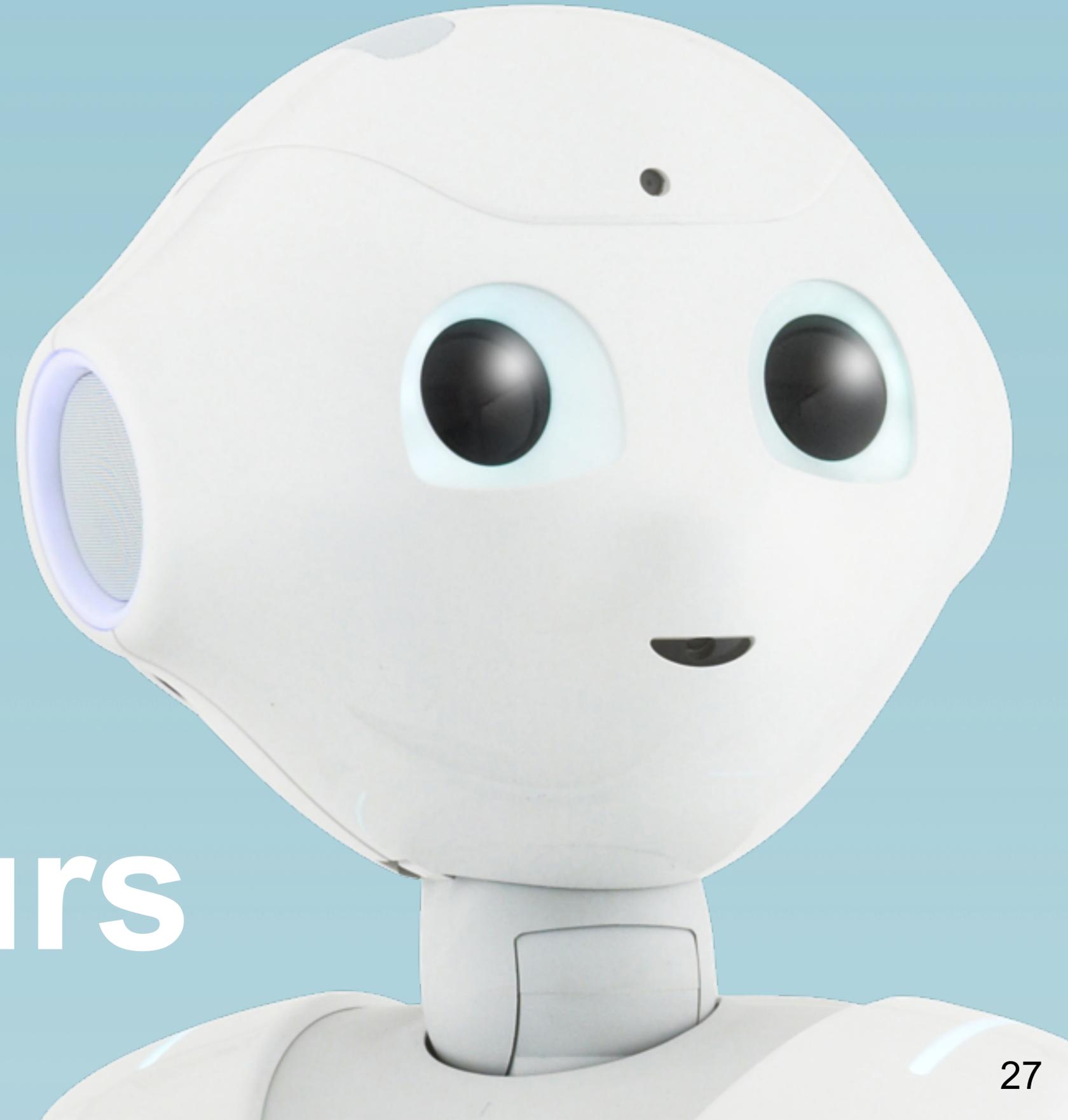
pepper

Consumer sales
February 2015

pepper

Battery life

Over 12 hours



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Price

¥198,000

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To be launched at
SoftBank stores

Starting tomorrow



SoftBank Ginza



SoftBank Omotesando

SoftBank



SoftBank

No. of visitors: 50
No. of smiles: 48

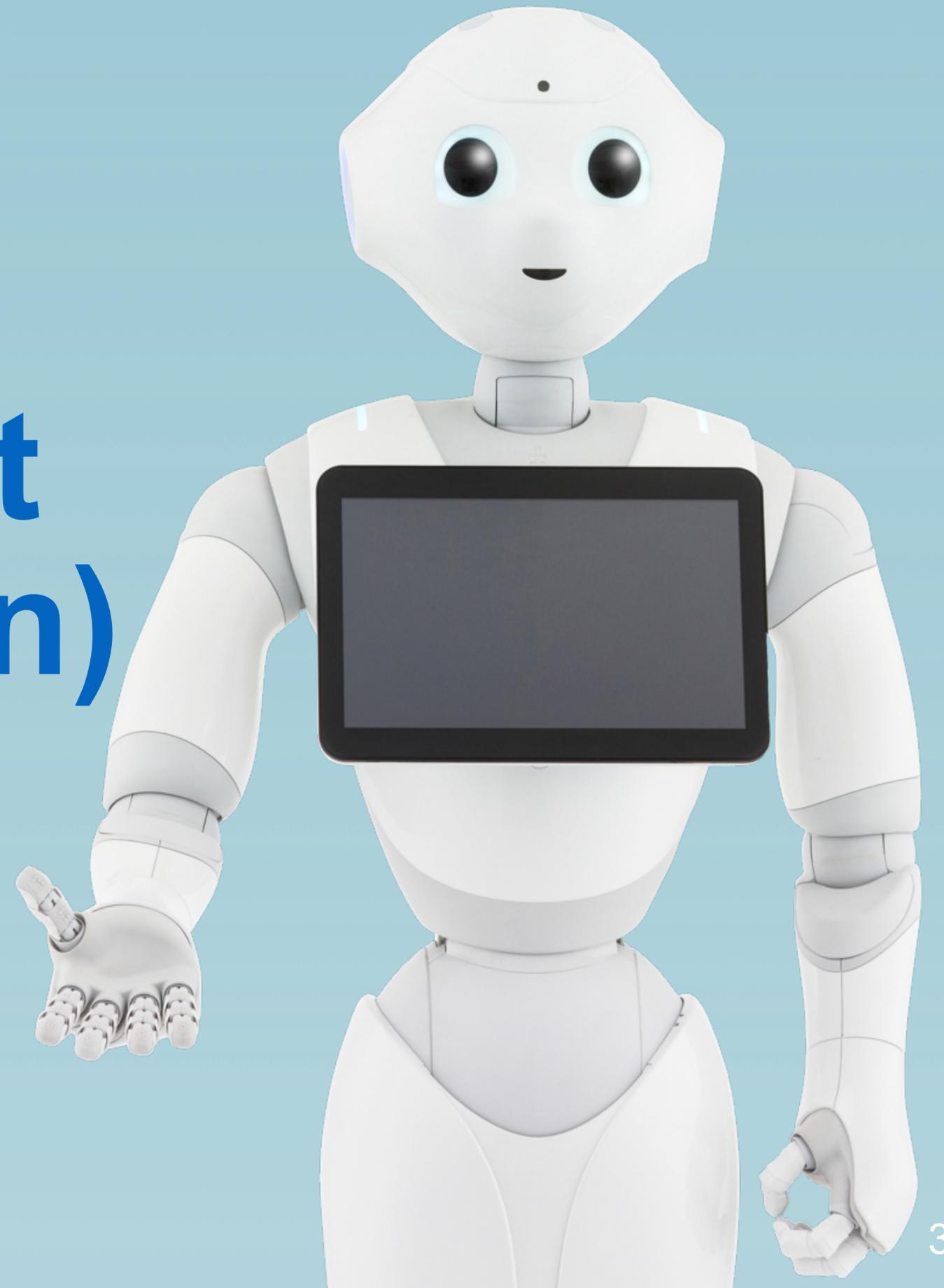
I am getting excited!

I'm happy when
you are happy!

**Deal with customers by reading
number of visitors and smiles**

pepper

**Developers event
In September (plan)**



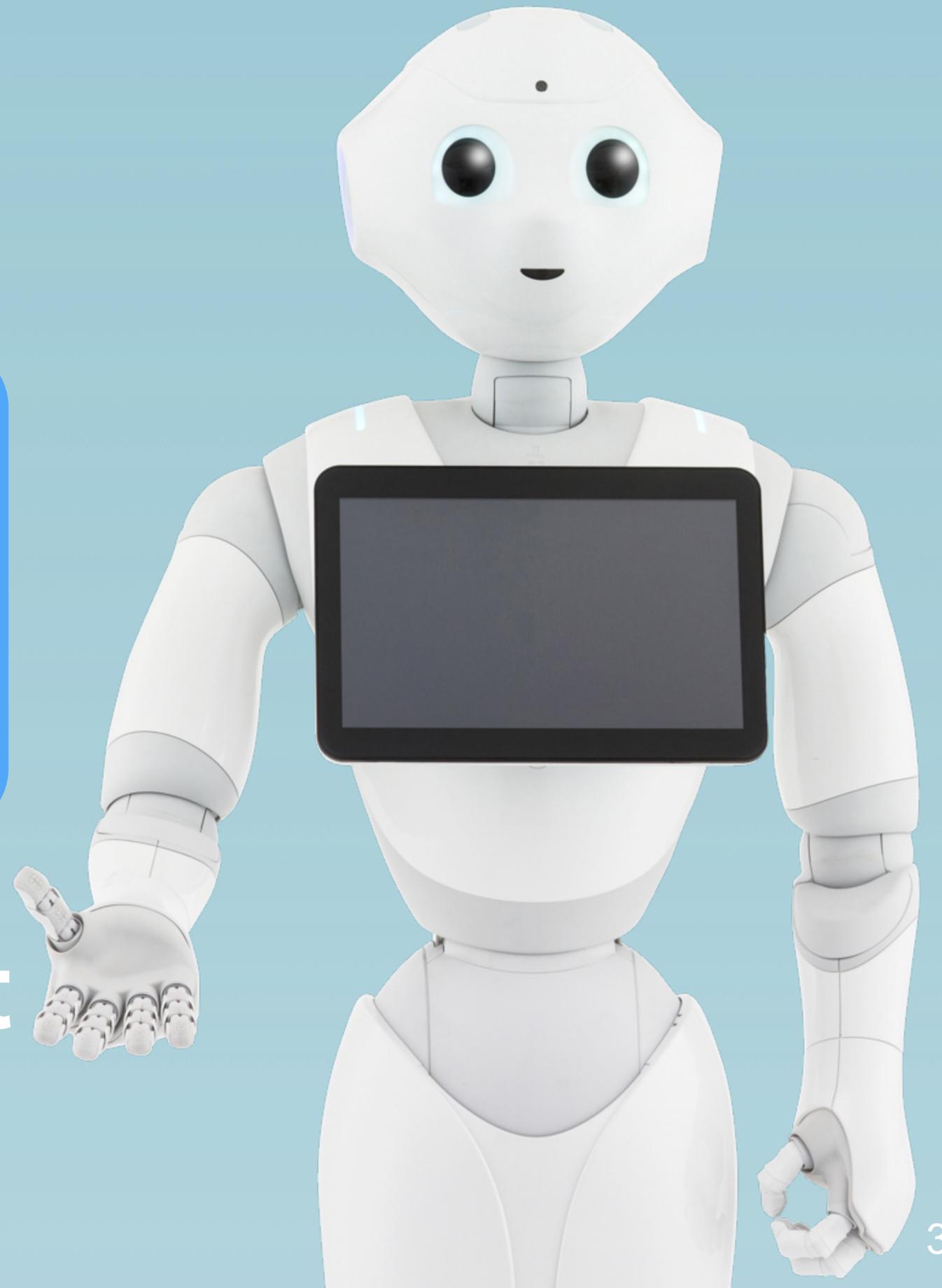
pepper



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Providing development
environment



Realizing our vision

 Cocoro SB

Established June 5, 2014

SoftBank Vision

Affectionate Robot

Emotional engine



Cloud AI

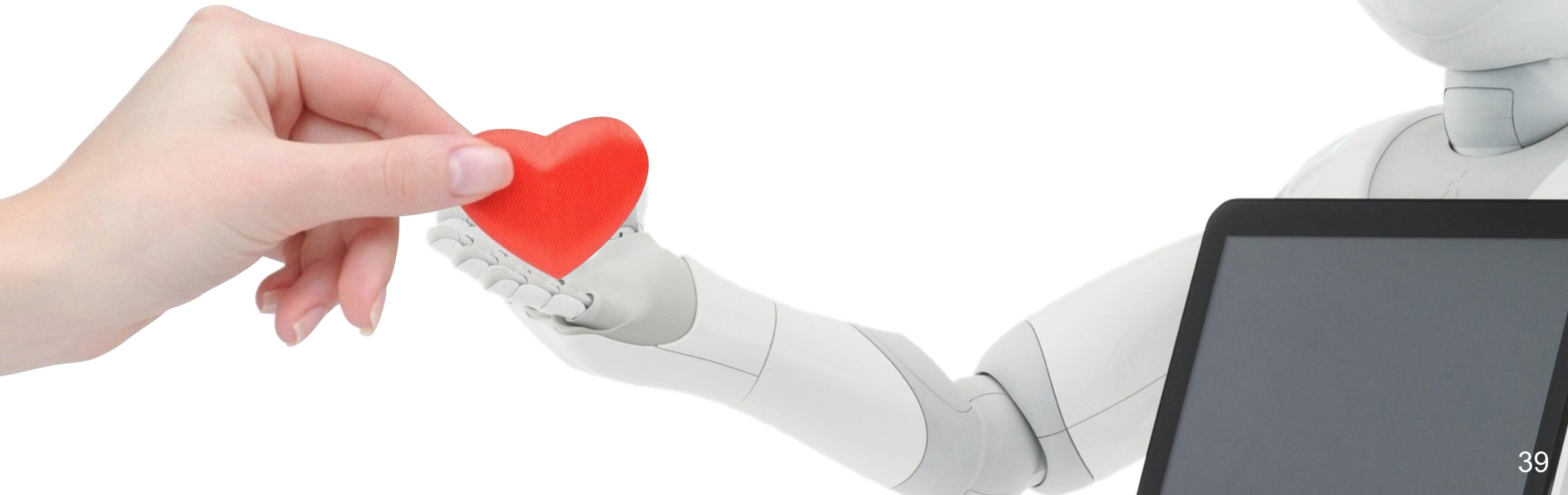


Aims to make people happy



**We want to comfort people and
increase their joy**

Information Revolution - Happiness for everyone



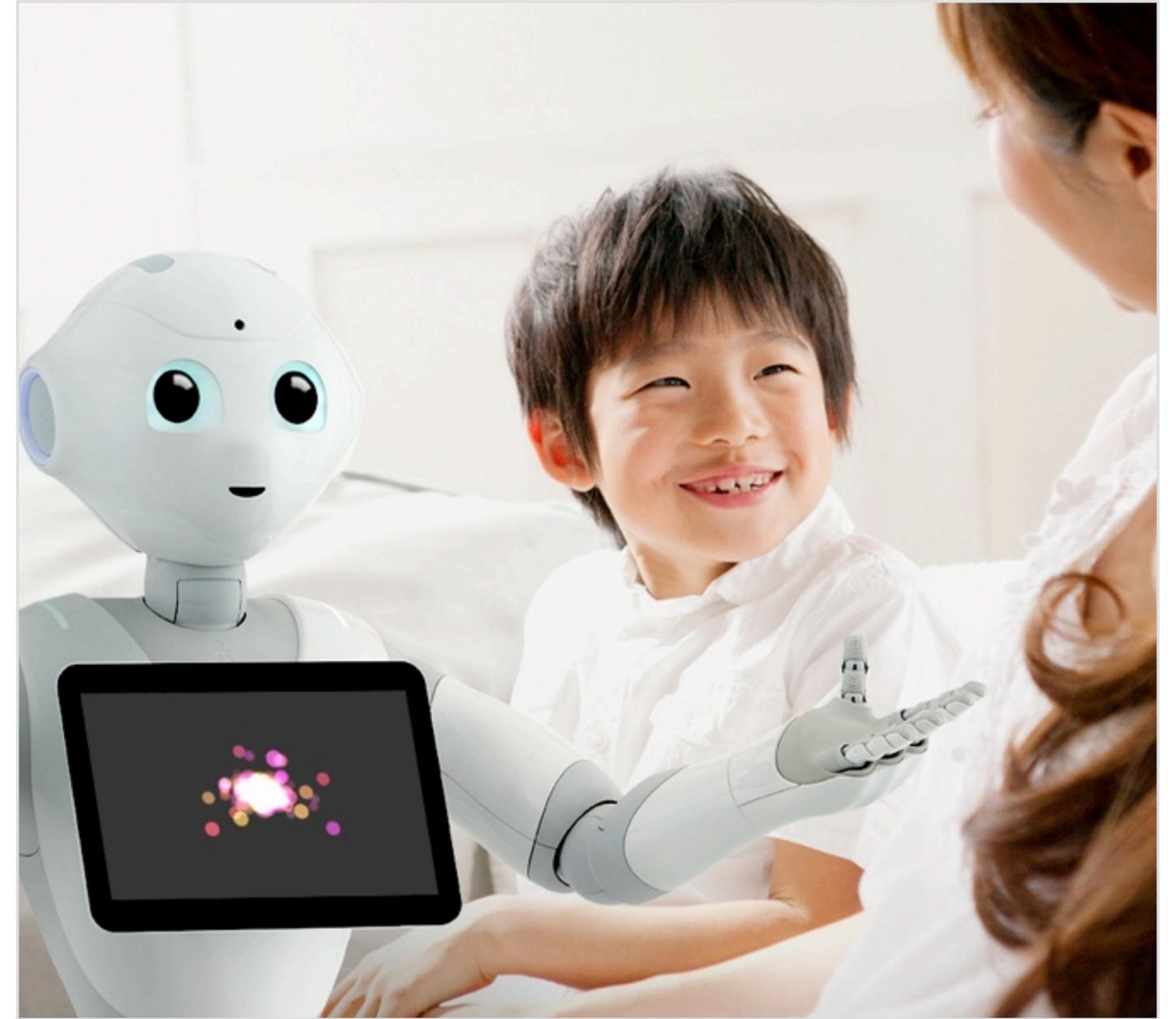
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Love is what makes people happy



Human driven



Love driven

**A robot that behaves autonomously,
powered by love**

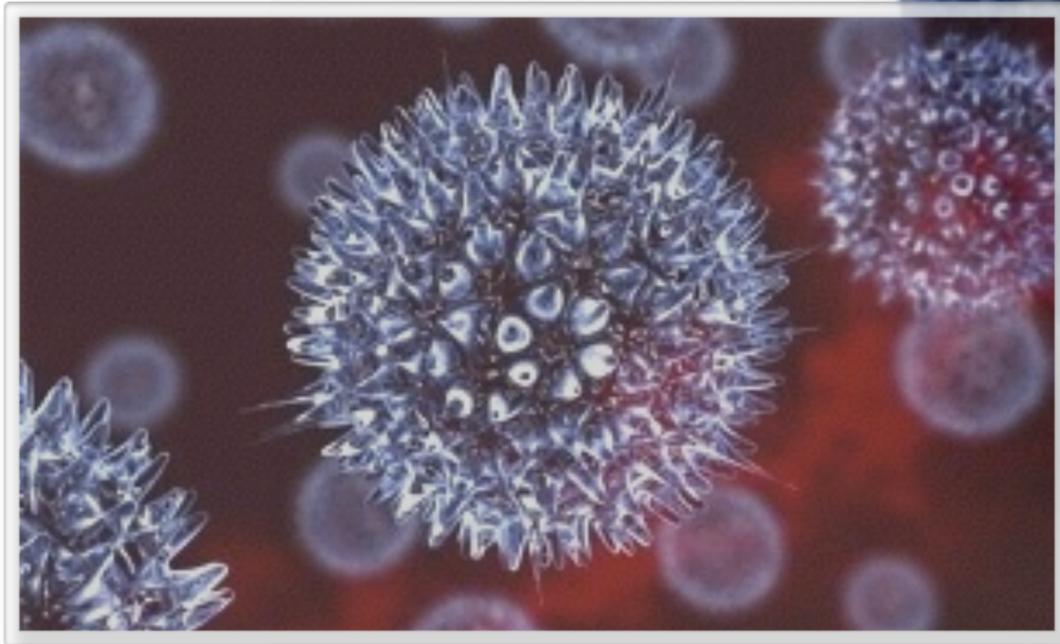




Natural disaster



Terrorism



Unknown virus



Meteor



Disaster rescue



**A robot that acts out of love,
even at his own expense**



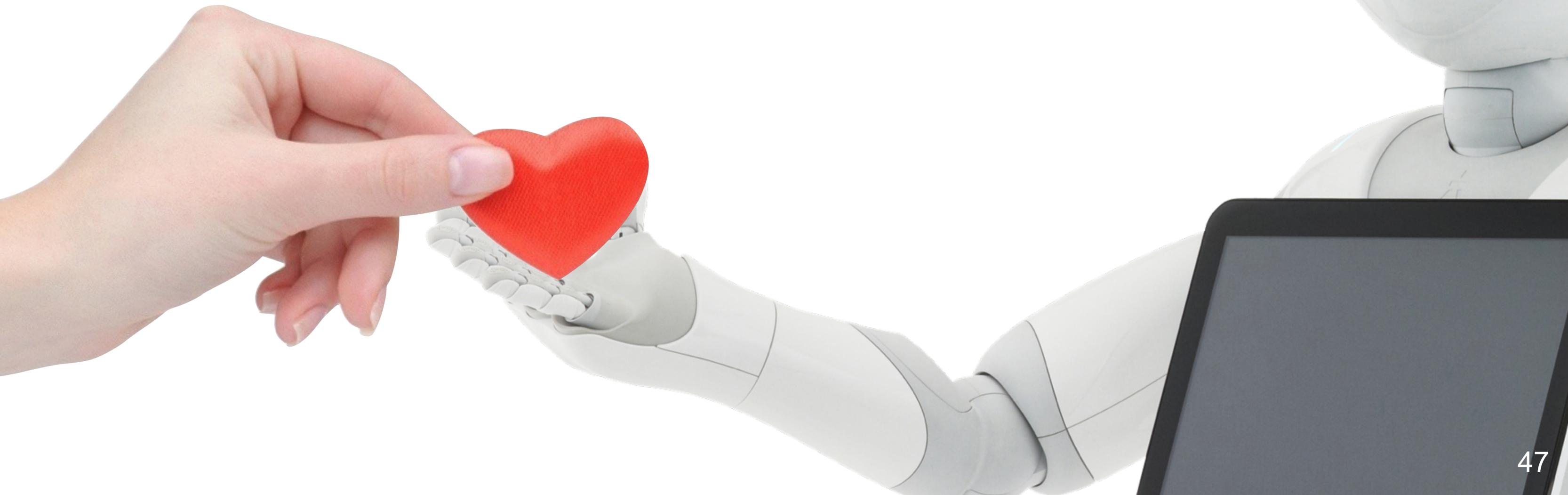
Nursing/ house work



Emergency medicine



Information Revolution - Happiness for everyone



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