

# press release

## **Sony Announces “Owner Recognition” and “Self-Charge Software” in French language for AIBO Entertainment Robot**

*First AIBO Software Ever Developed in Europe*

**Berlin/Brussels, May 15, 2003** – Following the successful launch of an equivalent software in English language in December last year, Sony Entertainment Robot Europe, a division of Sony Europe, announced details of a new French language software application for the AIBO entertainment robots ERS-210 and ERS-210A . It is the first time ever that an AIBO software has been developed in Europe. Available in France, Belgium and Switzerland from this week, *AIBO Recognition* software [ERF210AW06F.FR] enables AIBO to recognise and respond to its owner’s name, voice and facial features. In addition, the software application enables the AIBO to autonomously recharge itself when its battery runs low.

“The launch of this French AIBO software represents the result of our continuous research activities dedicated to the European market. In particular, we hereby would like to emphasise our strong commitment and support to the francophone AIBO enthusiasts mainly from France, Belgium and Switzerland,” said Nicolas Babin, Director of Sony Entertainment Robot Europe. “*AIBO Recognition* greatly enhances the artificial intelligence capabilities, interactivity and autonomy of the AIBO robots. The ability to recognise and respond to its owner in a much more personal way will add a new exciting dimension of interactivity to the AIBO ownership experience. In addition, AIBO will now recharge itself when necessary without help and hence can become a constant companion for its owner.”

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With the owner recognition software an owner will first register his or her name and voice through a series of prompts from the robot. Once the name has been registered the owner will be prompted to look into AIBO's colour camera to register his or her face. After the completion of the registration process, AIBO will have the ability to distinguish its owner's voice, face and name from those of other people. Upon hearing its owner's name and/ or voice and/ or seeing its face the robot will express emotion.

*AIBO Recognition* also gives Sony's AIBO greater autonomy by enabling the robot to self-charge. When AIBO senses hunger, it will locate and position itself on its Energy Station until fully charged. When charging is complete, AIBO will stand up again by himself and autonomously continue its entertaining behaviour patterns, creating a special experience for the AIBO owner with its round-the-clock robotic life cycle.

*AIBO Recognition French* will allow the robot to store approximately three times more photos taken with the in-built camera than current AIBO software applications. It will be available from [www.eu.aibo.com](http://www.eu.aibo.com) and selected retail stores at a price of EUR 149,- (incl. VAT in France and Belgium) and CHF 199,- (incl. VAT in Switzerland).

## **ENDS**

About Sony Europe:

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to become a leading personal broadband entertainment company in the 21st century. In Europe, Sony recorded consolidated annual sales of EUR 13.88 billion (yen 1,666 billion) for the fiscal year ended March 31, 2003, based on an average market exchange rate for the same period of yen 120 to the EUR. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 8.62 billion for the fiscal year ended March 31, 2003.

For more information on Sony Europe, please visit <http://www.sony-europe.com>  
For more information on AIBO, please visit: <http://www.eu.aibo.com>