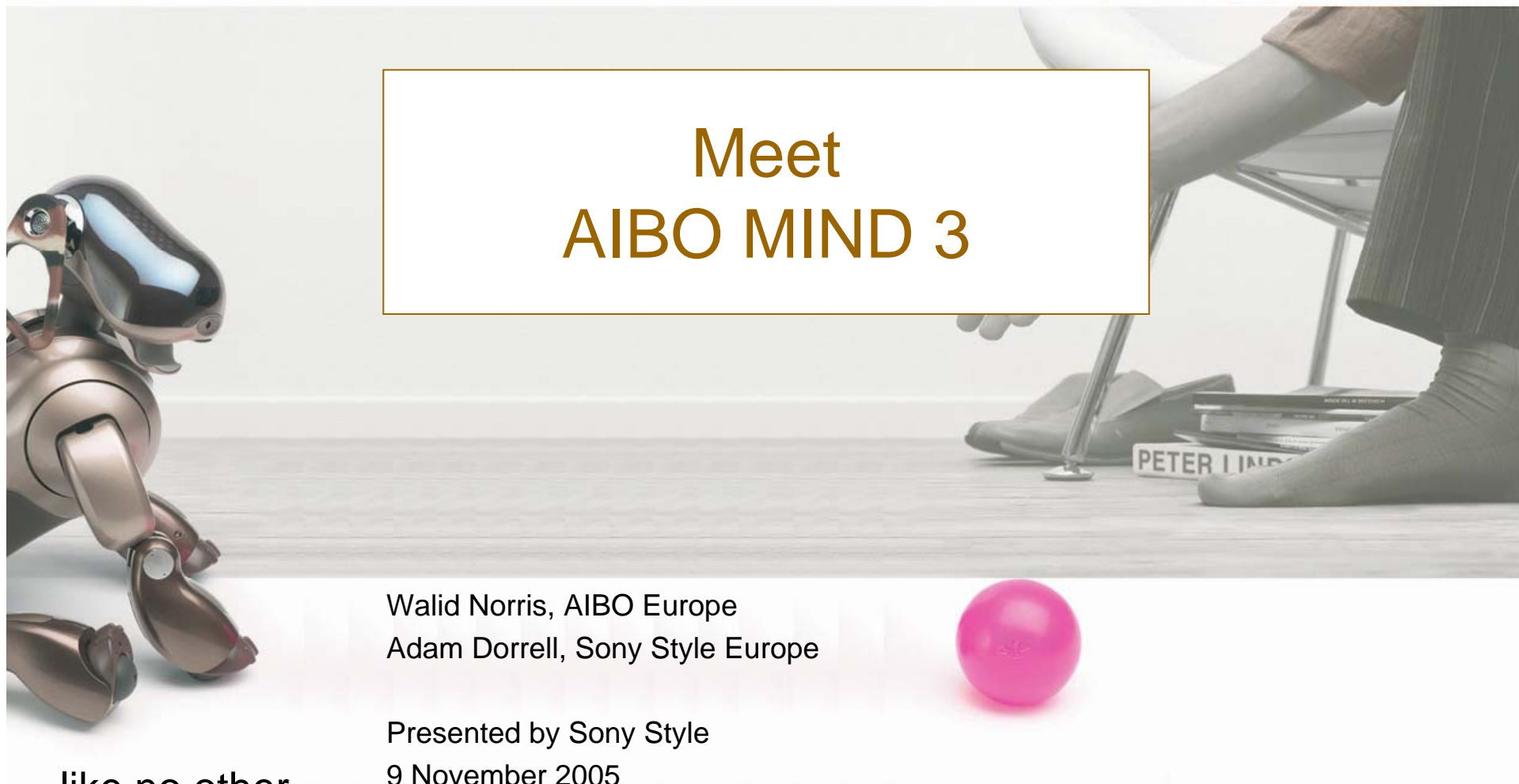


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Meet AIBO MIND 3



Walid Norris, AIBO Europe
Adam Dorrell, Sony Style Europe

Presented by Sony Style
9 November 2005

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Walid Norris & Adam Dorrell



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AIBO Concept

- AIBO has been developed to encourage **interaction between human and Robot**
- The name AIBO has been coined from the words **Artificial Intelligence and roBOT**. In Japanese the word 'aibou' means partner or pal
- AIBO is **the companion of the 21st century**
- AIBO has **the shape of a pet to allow further interaction with humans**
- AIBO is **Sony's mascot** and it represents **Sony's laboratory** that allows to combine our different technologies (Digital camera, Memory Stick, Battery, CPU processor, wireless LAN card, etc)
- AIBO is the **first commercially available Entertainment Robot**

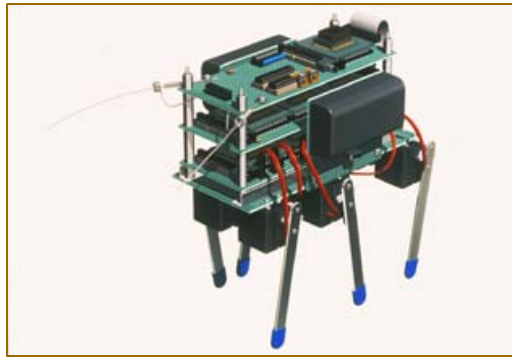
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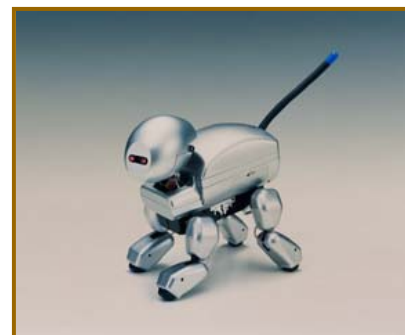
A bit of AIBO history...



1993 Dr. Toshitada **DOI**, tasked a team of researcher
(Sony's Digital Creatures Laboratory) to built a robot
First prototype had 6 legs



In the following 5 years several level of prototypes were developed



*4 legs with head
sensor and capable to
kick the ball*

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Beginning

ERS-110



ERS-111



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2nd Generation

LATTE and MACARON



ERS-210



ERS-220



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ERS-7 OUR LATEST & GREATEST



The 3rd Generation...

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New software and colour



Compatible with all ERS-7s!

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New colour – **Champagne Brown**

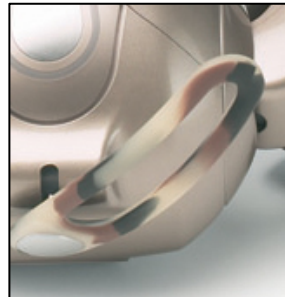


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Champagne Brown ERS-7

- New colour variation only
- Identical technical specs to ERS-7 white & black
- Unique tail and ear colouring – each unit produced will look different!



- Model name → ERS-7M3/T



Available AIBOs for 2005/2006

- From end October, all ERS-7s will be sold standard with AIBO MIND 3
 - ERS-7M3/W (Pearl White)
 - ERS-7M3/B (Pearl Black)
 - ERS-7M3/T (Champagne Brown)
- For existing owners of an ERS-7
 - ➔ AIBO MIND 3 **Upgrade Kit**
 - 1. AIBO MIND ➔ AIBO MIND 3
 - 2. AIBO MIND 2 ➔ AIBO MIND 3

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AIBO MIND 3: the essence

- AIBO Mind 3 is a balanced addition to the values of the AIBO brand.
- Adds new wireless and companionship features



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What can AIBO do with MIND 3

➔ Autonomous behaviour

- Based on its experience and the personality of the owner, AIBO's personality evolves
- AIBO recognises owner's face & voice
- AIBO responds to voice commands (English)
- AIBO can become a real entertainer, dancing and misbehaving
- AIBO self-charges



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Did AIBO just say something? New!

- With AIBO MIND 3, 'Voice Communication' is introduced!
- AIBO speaks out what it is thinking/feeling
- Sample words:
 - What happened?
 - Take a break and play with me!
 - Oh... that's nice
 - Great, lets do something
 - welcome home, I've been sleeping with one eye open
 - I'm hanging out at my favourite place
- AIBO has a good vocabulary of hundreds of words





AIBO Entertainment Player

Main Features (PC software included in AIBO Mind 3)

- **Player**

Enjoy Music ; AIBO Plays Internet Radio, CD or MP3

- AIBO plays your favorite music from its built-in speaker and dances

- **Navigator**

Enjoy Robot Operations ; Control AIBO Remotely

- Improved reaction speed (c.f. AIBO Navigator 2)
- Picture image/sound can be monitored on PC under autonomous mode
- Moving picture recording

- **Diary**

Enjoy Everyday Life ; AIBO Informs Your Schedule

- AIBO informs (reads – using Text-To-Speech) about registered events at registered time

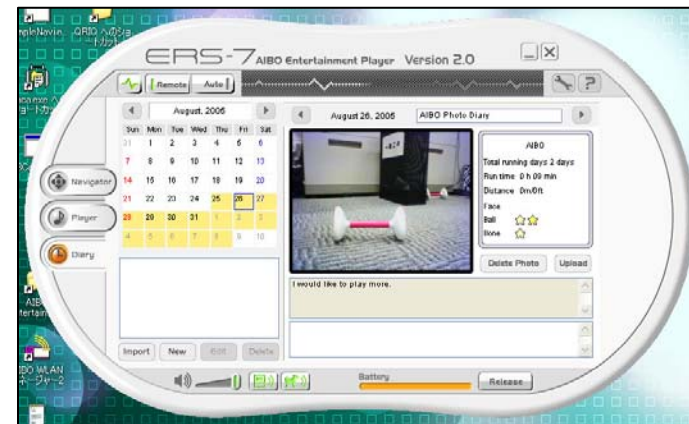
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Connect to AIBO over the Internet

New!

- If AIBO is connected to a **VPN** router modem, **AIBO Entertainment Player** can be accessed to navigate AIBO, check the diary and playback music from around the world!



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Navigator



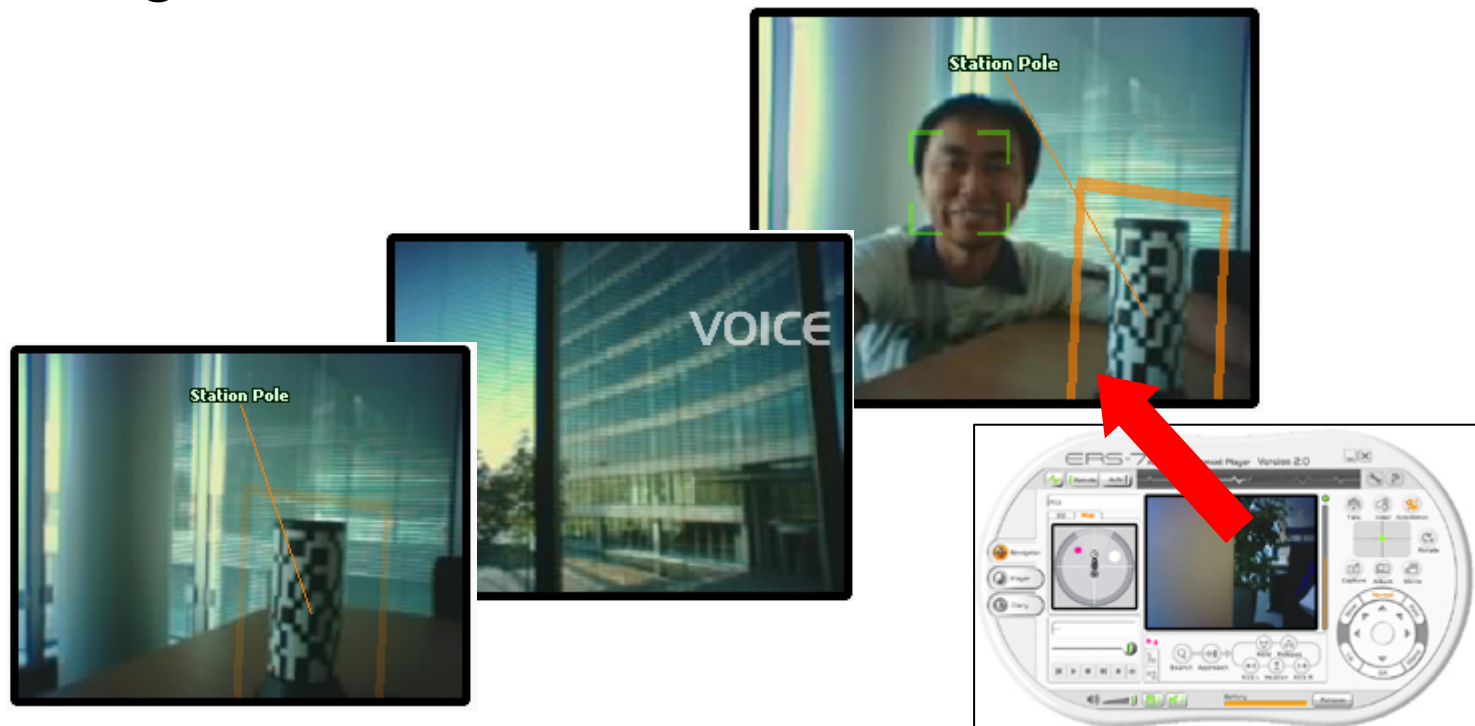
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MIND SCOPE

- Part of AIBO Entertainment Player (Navigator)
- Let's you see what AIBO has recognised and its condition



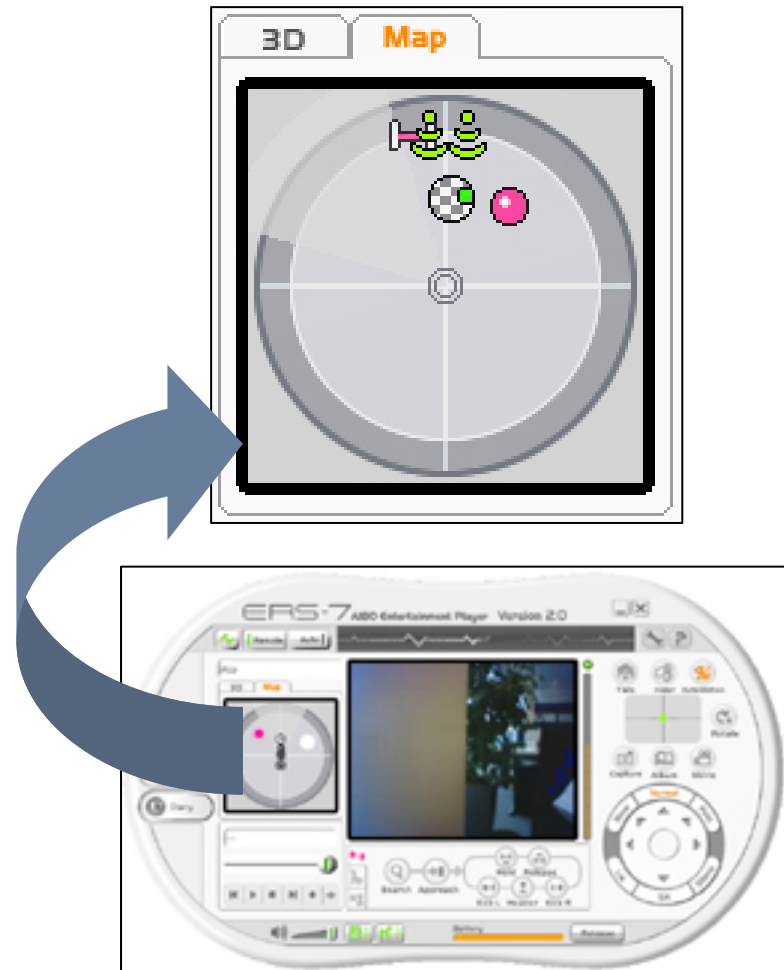
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AIBO's Memory New!

- With Mind 3, AIBO can remember the location of its favourite place, its toys and energy station for up to 5 minutes!
- This is visible in AEP →
- When asked to find an item, AIBO goes directly without scanning the room



AIBO Entertainment Player ver2.0

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Player



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AIBO Net News New!

- Using AEP, AIBO can read out loud your favourite blogs, news or entertainment websites
- AIBOs reads the RSS feeds



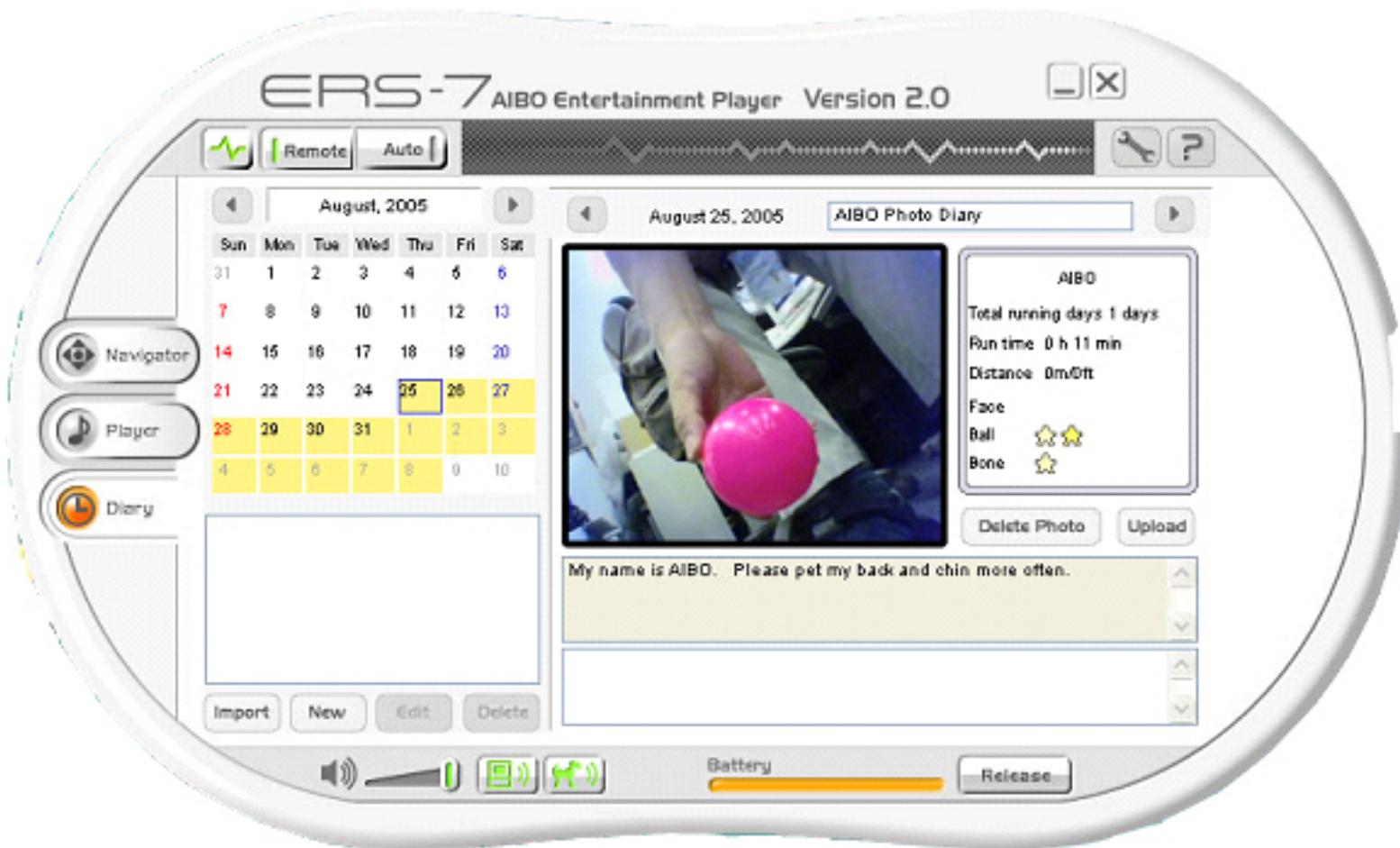
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Diary



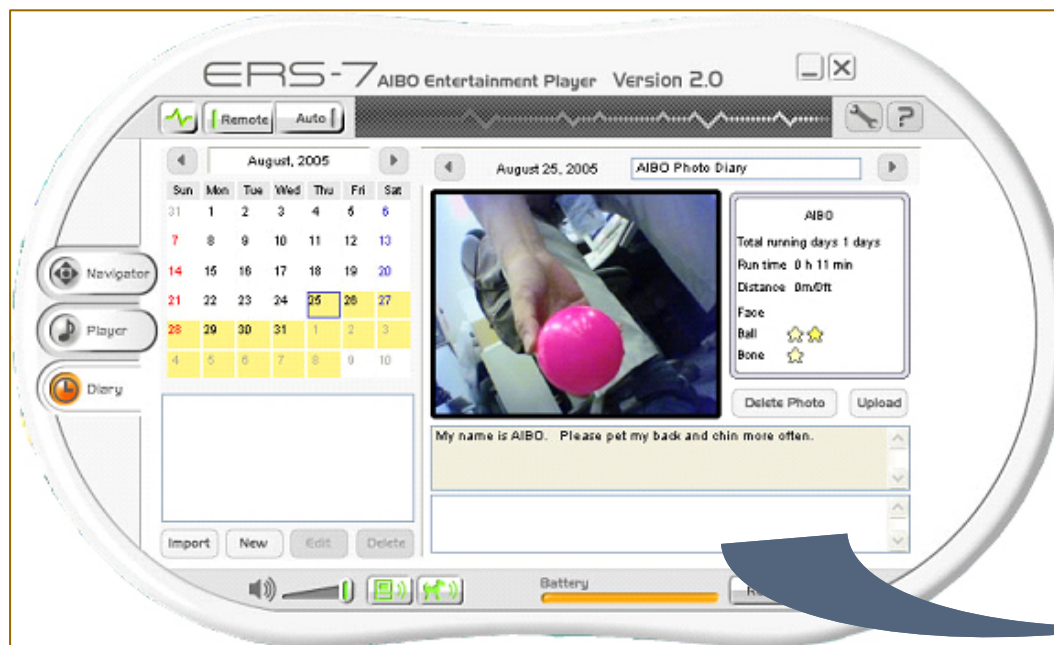
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AIBO the internet citizen **New!**

- AIBO will post photos and comments of its feelings/interactions in the '**Diary**' of AEP. This can be uploaded to an online **blog**!



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AIBO'S Memory Stick got bigger New!

- No longer pink!
- 128MB
- More storage allowing customers to download custom sounds and movements (AIBO Custom Data) from www.eu.aibo.com



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Some extras... New!

- **Rest mode (sitting)** – AIBO can behave autonomously...but will sit still!
- **WLAN check in Clinic mode** – AIBO will tell you the condition of the WLAN network

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What do I get?



All inclusive package → out of the box, AIBO is ready to go

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Club AIBO

- Join the thriving community!
- Online forums, freebies and more
- Regular Club AIBO events in several European countries



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Register your newborn AIBO... and
receive a free birth certificate!



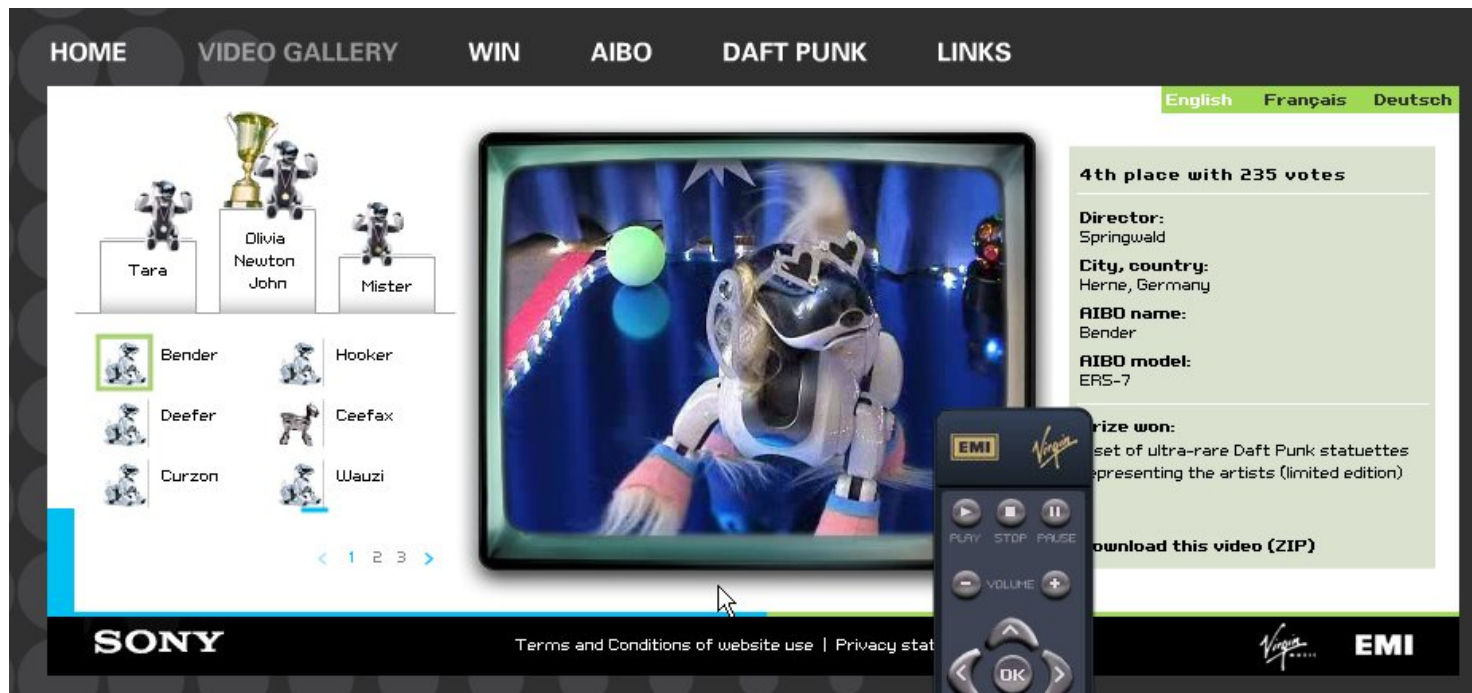
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www.aibo-does-daftpunk.com challenge

- AIBO is open source! www.sony.net/openr
- Let your creativity guide you and programme some new tricks

A screenshot of the 'www.aibo-does-daftpunk.com' website. The page has a dark grey header with navigation links: HOME, VIDEO GALLERY, WIN, AIBO, DAFT PUNK, and LINKS. Below the header, there's a language selector with 'English', 'Français', and 'Deutsch'. The main content area features a large video player showing a close-up of an AIBO robot's head. To the left of the video is a 'WIN' section with a podium showing three winners: Tara, Olivia Newton John, and Mister. Below the podium is a grid of AIBO names: Bender, Hooker, Deefer, Ceefax, Curzon, and Wauzi. To the right of the video player, there's a text box stating '4th place with 235 votes' and listing details: Director: Springwald, City, country: Herne, Germany, AIBO name: Bender, and AIBO model: ERS-7. Below this, it says 'Prize won: set of ultra-rare Daft Punk statuettes representing the artists (limited edition)' and a link to 'download this video (ZIP)'. At the bottom of the page, there's a Sony logo, a link to 'Terms and Conditions of website use | Privacy stat', and logos for Virgin and EMI. A remote control is overlaid on the bottom right of the video player.

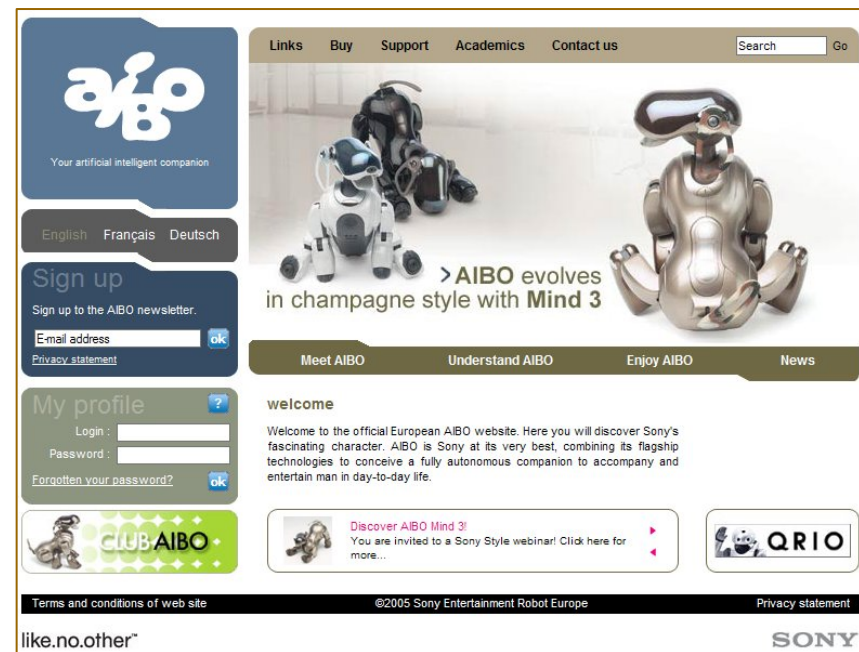
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New website with flash animation

www.eu.aibo.com



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Thank you!

Feel free to contact us at aibo@eu.sony.com!

See Sony Style on <http://www.sonystyle-europe.com>

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