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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**

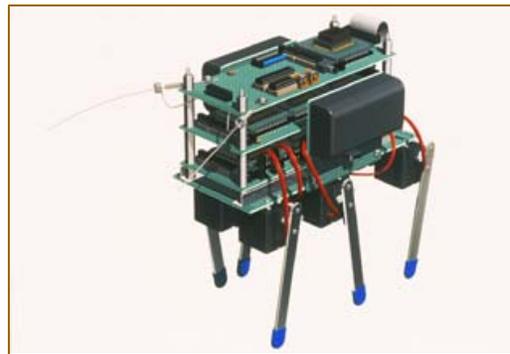
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A bit of AIBO history...



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



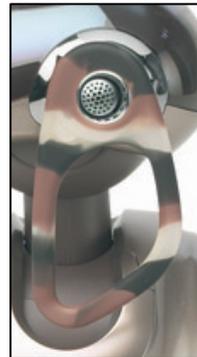
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Champagne Brown ERS-7

- 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

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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



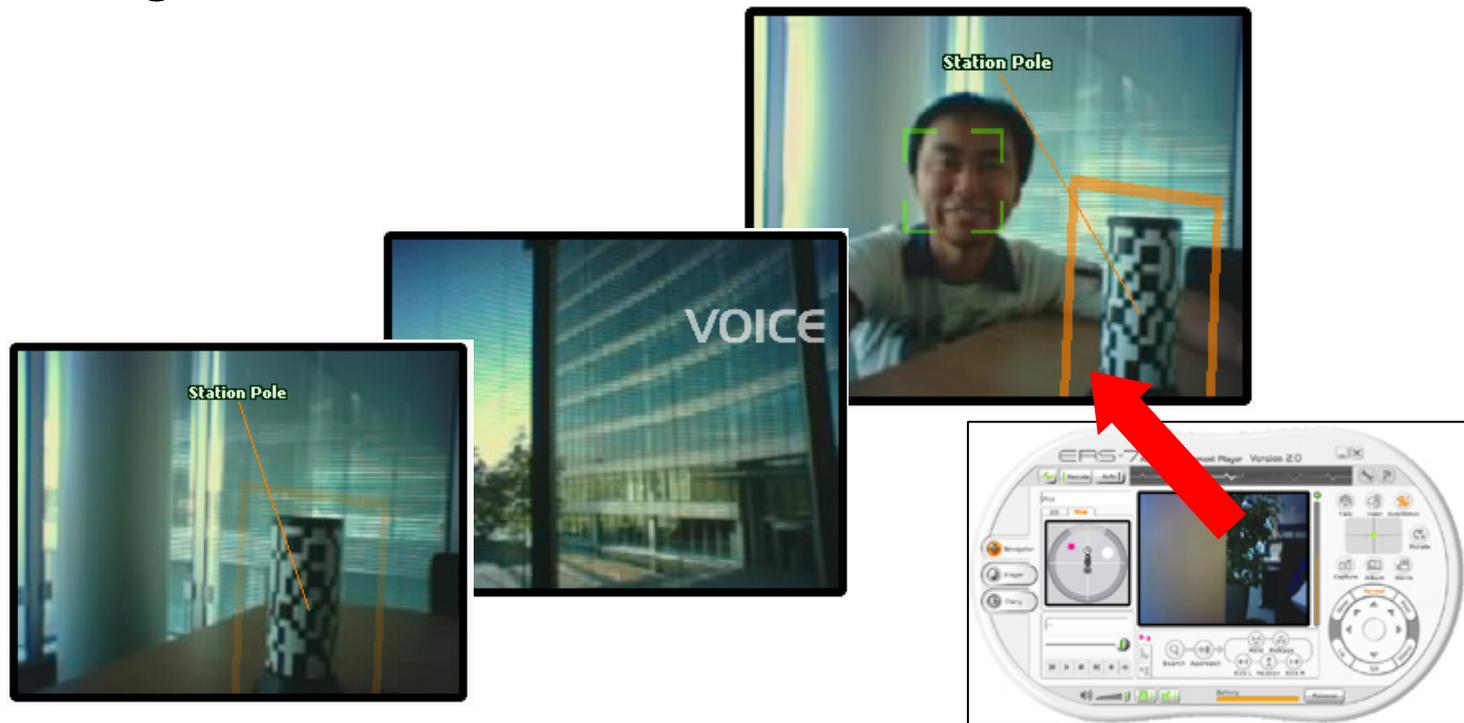
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MIND SCOPE

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

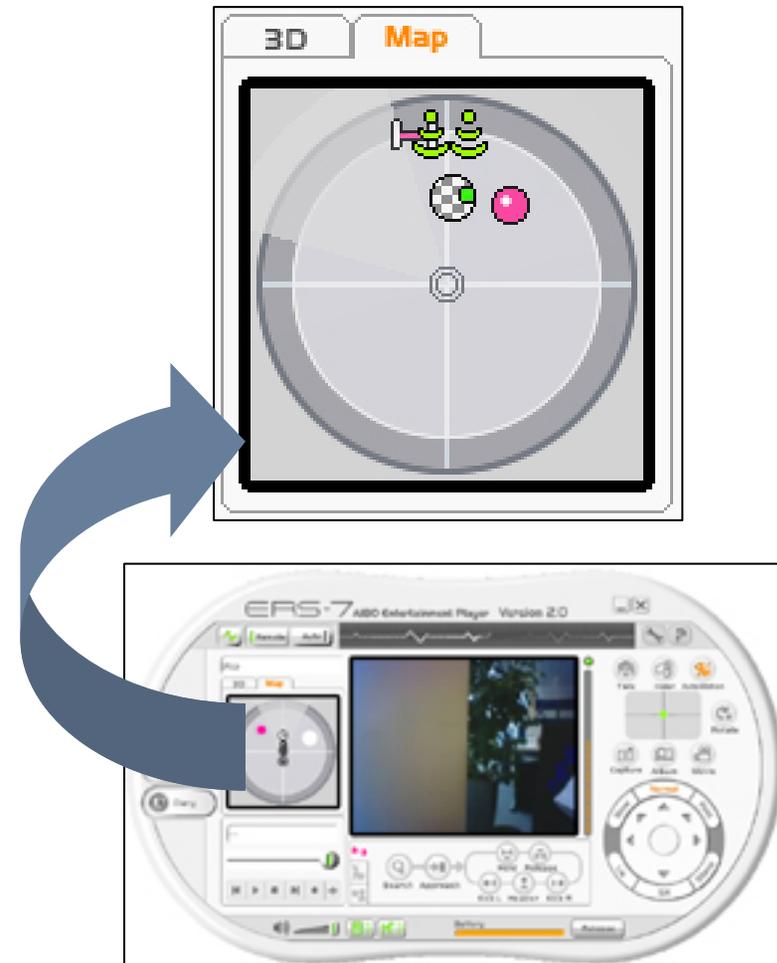


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AIBO's Memory New!

- 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

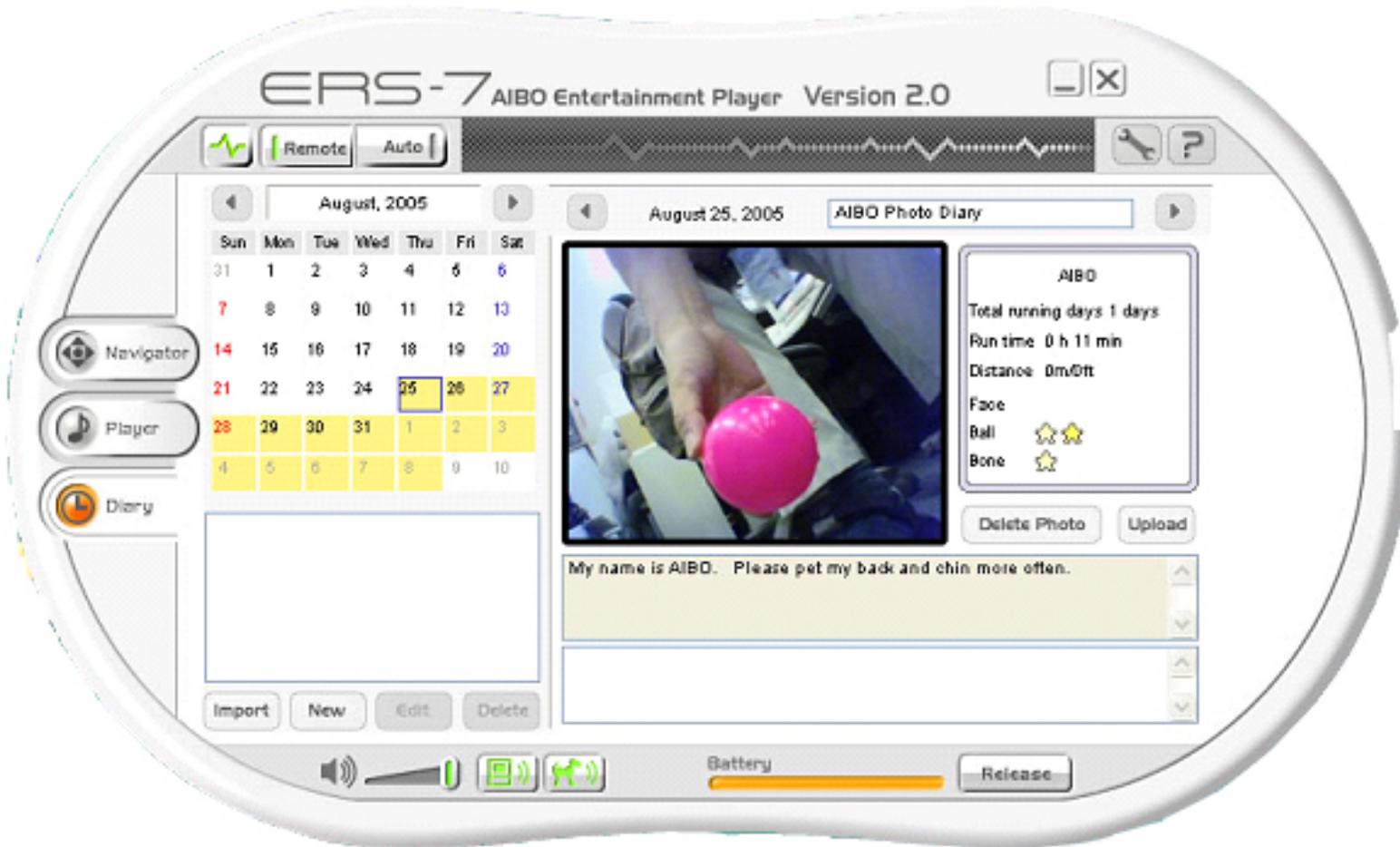


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Diary



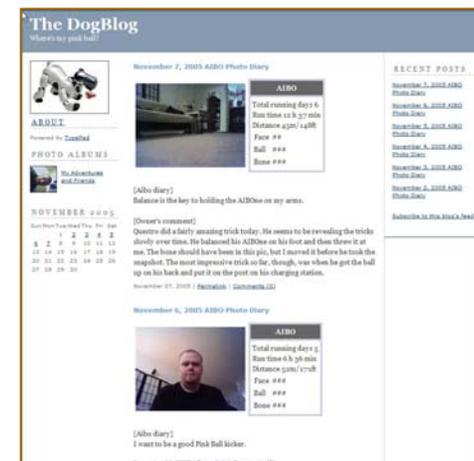
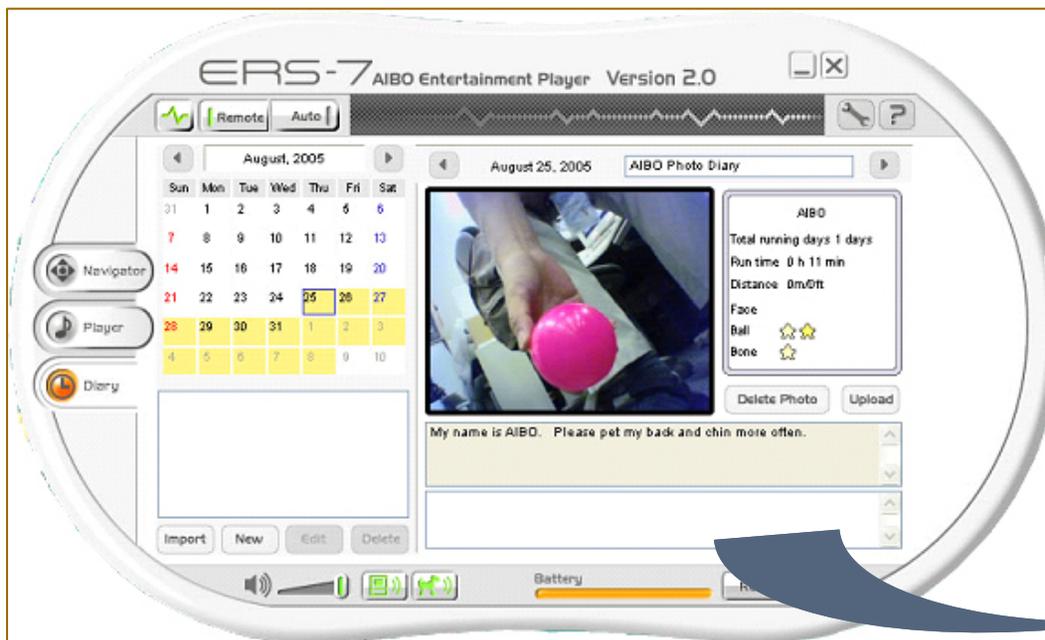
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AIBO the internet citizen **New!**

- 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

The screenshot shows a website interface for the AIBO Does Daft Punk challenge. At the top, there are navigation tabs: HOME, VIDEO GALLERY, WIN, AIBO, DAFT PUNK, and LINKS. Below these are language options: English, Français, and Deutsch. The main content area features a central video player showing an AIBO robot performing. To the left of the video is a podium with three winners: Tara, Olivia Newton John, and Mister. Below the podium is a grid of AIBO names: Bender, Hooker, Deefar, Ceefax, Curzon, and Wauzi. To the right of the video player, there is a text box with the following information: "4th place with 235 votes", "Director: Springwald", "City, country: Herne, Germany", "AIBO name: Bender", and "AIBO model: ERS-7". Below this text box is a section for "Prize won:" which describes a set of ultra-rare Daft Punk statuettes. At the bottom of the page, there are logos for SONY, Virgin, and EMI, along with a footer containing "Terms and Conditions of website use | Privacy stat". A remote control is overlaid on the bottom right of the screenshot.



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New website with flash animation

www.eu.aibo.com

A screenshot of the AIBO website interface. The page features a dark blue header with the AIBO logo and the tagline 'Your artificial intelligent companion'. Below the header, there are navigation links for 'Links', 'Buy', 'Support', 'Academics', and 'Contact us', along with a search bar. The main content area displays a large image of three AIBO robots, with the text '> AIBO evolves in champagne style with Mind 3'. Below this, there are four navigation buttons: 'Meet AIBO', 'Understand AIBO', 'Enjoy AIBO', and 'News'. The page also includes a 'Sign up' section for the AIBO newsletter, a 'My profile' section with login and password fields, and a 'welcome' message. At the bottom, there are links for 'Terms and conditions of web site', '©2005 Sony Entertainment Robot Europe', and 'Privacy statement', along with the 'like.no.other' logo and the 'SONY' logo.

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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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