

FOR IMMEDIATE RELEASE

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Dentsu Announces Launch of the Official KIBO ROBOT PROJECT Website

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen; hereinafter "Dentsu") announced today the launch of the official website for the KIBO ROBOT PROJECT which is being carried out in collaboration with the Research Center for Advanced Science and Technology, the University of Tokyo (Director: Dr. Yoshiaki Nakano; hereinafter "RCAST"), ROBO GARAGE Co., Ltd. (CEO: Tomotaka Takahashi; hereinafter "ROBO GARAGE") and the Japan Aerospace Exploration Agency (President: Keiji Tachikawa; hereinafter "JAXA"). The aim of this research project is to install a "live-in" robot in the Japanese Experiment Module called Kibo—which means "hope" in Japanese—in the International Space Station.

The KIBO ROBOT PROJECT was jointly submitted by Dentsu, RCAST and ROBO GARAGE in response to the call from JAXA for a feasibility study proposal on the theme of solving social issues in the Kibo Experiment Module. The joint proposal was accepted, and plans are underway to create a humanoid communications robot that will be a companion for the Japanese astronauts who will be living in the Kibo Experiment Module in 2014.

Lifestyles have become diversified in recent years, and there has been an increase in the number of people across all generations, not just senior citizens, who are living alone. Through the new robot interface, it is expected that the research results of this project will lead to solutions for the problems that arise from the lack of communication in this so-called "society of singletons." It is believed that the fact that the robot is human-like will make it easy to personify, and that it will enable smoother communications.

In addition to providing information such as details of the mission, the project concept and the schedule, the website also asks visitors to suggest things that the robot should say when it addresses the astronauts. The reason for this is that along with research from the psychological point of view, comments from the general public will also be helpful. In addition,

the link to Twitter content that reports the progress of the research and development from a woman's point of view will make the site more approachable. The project collaborators hope that the site will enable the project's activities to become more widely known, and that space exploration and robot research will contribute to the future of Japan.

Images from the official KIBO ROBOT PROJECT website



Website launch date: June 1, 2011
 URL: <http://kibo-robot.jp/>

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