

NEWS RELEASE

DENTSU INC. 1-8-1, Higashi-shimbashi, Minato-ku, Tokyo 105-7001, Japan http://www.dentsu.com

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## Dentsu Announces Robot Astronaut Kirobo's First Words in Outer Space

-"On August 21, 2013, a robot took one small step toward a brighter future for all."-

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that on August 21 the robot astronaut Kirobo uttered the first words spoken by a robot in outer space: "On August 21, 2013, a robot took one small step toward a brighter future for all."

Japan Aerospace Exploration Agency (JAXA) astronaut Koichi Wakata, the first Japanese commander of the International Space Station (ISS), is expected to arrive at his post in November or December this year. He will then take part in the world's first conversation experiment held between a person and a robot in outer space, an initiative designed to explore the possibilities of humans coexisting with robots in the future. The conversation will take place in the ISS's Japanese Experiment Module "Kibo," which means "hope."

Kirobo was aboard the Kounotori 4 cargo transfer vehicle atop the H-IIB Launch Vehicle No. 4 that was launched early in the morning of August 4 from the Tanegashima Space Center in Japan, and arrived at the International Space Station on August 10. Along with backup crew member Mirata, Kirobo is one of the two humanoid communication robots developed under the KIBO ROBOT PROJECT, a joint research project carried out in collaboration with the University of Tokyo's Research Center for Advanced Science and Technology, ROBO GARAGE Co., Ltd. and Toyota Motor Corporation. JAXA also provided extensive cooperation.

Video footage and photographs related to Kirobo's first words spoken in outer space will be supplied upon request to:

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