

FOR IMMEDIATE RELEASE
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Robot Astronaut Kirobo Appears in Google Zeitgeist 2013

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that robot astronaut Kirobo makes an appearance in Google Zeitgeist | Here's to 2013, a video compilation of the year's top searches.

Along with clips of the royal baby, the Pope, the late Nelson Mandela, the late Margaret Thatcher, and the Russian meteorite, the one-and-a-half-minute video features two segments related to Japan: Yuichiro Miura, the 80-year-old climber who became the oldest man to reach the summit of Mount Everest, and Kirobo. The robot astronaut appears in the 0:53-0:54 segment.

Kirobo is one of the two humanoid communication robots developed in collaboration with the University of Tokyo's Research Center for Advanced Science and Technology, ROBO GARAGE Co., Ltd. and Toyota Motor Corporation, and is currently on an 18-month mission aboard the International Space Station.

Google Zeitgeist | Here's to 2013: http://www.youtube.com/watch?v=Lv-sY_z8MNs

Kirobo-related website: <http://kibo-robot.jp/en/>

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