Say Hey to *Vector* – Anki's Home Robot with Personality Launching in October

Entertaining, Endearing and Helpful, pre-order the Pioneering Home Robot from today [8th August] exclusively on anki.com.

Anki Focuses on Emotion as the Path to Mass Adoption of Affordable Home Robots

SAN FRANCISCO, Aug. 8, 2018 – When people imagine what their daily lives will be like with robots, many take inspiration from sci-fi novels, television shows, and films with high-spirited characters like R2-D2 from "Star Wars," and Rosie in "The Jetsons." Instead, the closest the world has come in the quest for affable, useful home robots are the ice hockey puck-like vacuum cleaners and lifeless cylindrical talking speakers. That's about to change.

Today, Anki, the consumer robotics and artificial intelligence (A.I.) company, which is made up of top roboticists, film animators, engineers, and game designers, is bringing the sci-fi future one step closer to reality with the announcement of *Vector*, its first home robot with personality. Fully autonomous, cloud-connected and always-on, *Vector* represents a major leap forward for consumer robotics by bringing accessibly-priced, life-like robots to millions of homes.

Vector is available to order in the UK today on anki.com for 30 days at a special pre-order price of £199.99 – a saving of 20% on the MSRP of £249.99. *Vector* will go on general release on October 12.

Boris Sofman, CEO and co-founder at Anki. Said: "For more than five years, Anki has brought together a team of experts to create the world's first affordable, character-rich robot capable of surprising and delighting people. *Vector* is the culmination of everything we've learned on this journey so far, and is a bold next step towards our vision of entertaining and purposeful robots in every home, everywhere.

"Today marks the starting point in an overall expansion of our robotics platform and how we combine the latest technologies in robotics and artificial intelligence with our novel approach to character and interface. For the first time, people will be living with a robot that is able to bring both a warm and joyful experience, and a new and characterful form of utility, into the home. This builds a bridge not just to a new category of home robots, but our own future product lines that will continue to expand on the level of capabilities that are possible."

A Giant Roll Forward for Robotkind
Vector is a robot who's alive with personality, highly-intelligent, and aware of his surroundings through touch, sight and sound. Unassertive and thoughtfully built, he is designed to fit naturally into your daily life as well as any space in your home, with minimal maintenance. *Vector* isn't an appliance sitting in the corner waiting for you to flip a switch; he is an extension of your family who is excited for you to walk in the door each day. *Vector* is designed to complement your life. And because he's cloud-connected and able to self-update, he's always getting smarter and adding new features. Under that polished exterior, he's chock-full of robotics and A.I. tech.

Alive with Personality

- *Vector* is fully autonomous, cloud-connected and always-on. While he is deceptively smart out of the box, he'll only become smarter over time thanks to over-the-air (OTA) updates.
- *Vector* wears his heart on his sleeve and isn't shy about showing it on his high-res colour IPS display. With around a thousand animations in Vector, he reacts to his environment in a way that's not only full of personality but also meaningful. He even responds to human touch, thanks to the capacitive touch sensor built on his back.
- *Vector's* got his head in the clouds, but that doesn't mean he's living in a fantasy world. Tapping into the Ask *Vector* feature, he'll provide instant answers to factual questions about real world people, places and things.
- *Vector* is more than just a robot sidekick. He can help you become more productive by helping out with simple tasks. Ask him for the weather before you head out for the day and he will answer you in his own, charming way. Cooking dinner? Setting a timer with Vector means no more overcooked meals in your future. You can even ask him to take a picture and he will intelligently frame the shot by recognising the faces in it.
- And just because *Vector* is a helpful robot doesn't mean he can't also have a little bit of fun. You can prompt him to play a game of Blackjack and he'll even use his accessory Cube to play a handful of games with you. If he hears music, he may even dance to the beat.

Small Robot, Big Tech
- *Vector's* brain is built on a Qualcomm Technologies' platform which provides the connectivity, computing, camera and on-device A.I. capabilities that *Vector* needs to be smart, approachable and autonomous – without having to be tethered to a phone or requiring a permanent cloud connection.
- *Vector* is outfitted with an HD camera with 120° ultra-wide field of view that allows him to see the world, recognise people in the room, as well as learn the names of people he sees.
- *Vector* uses an array of four microphones to hear and detect commands from you and your family and friends around the home. Just say "hey *Vector* " to get his attention and voice a command.
- *Vector* already knows his limits. When he's feeling tired or low on energy, he can locate and roll back to his charger. He is also equipped with four cliff sensors, which are infrared (I.R.) emitters situated under the corners and there to prevent *Vector* from falling off edges.
- *Vector* was designed with security and privacy in mind. We developed and incorporated security features that strengthen robot security and minimise data collection for privacy, so you can have a safe and secure experience when interacting with *Vector*. We care about user privacy, and do not store voice or audio in the cloud.

Dev Singh, director of business developments, robotics, Qualcomm Technologies, Inc. said: "*Vector* is spearheading a transformation in consumer robotics using Qualcomm Technologies' innovations in heterogeneous compute, camera, A.I., and connectivity which allow for very small devices with exceptional intelligence, thermal efficiency, and battery life. We are pleased to support Anki on its journey to evolve robots – going from utilitarian machines into smart, friendly and relatable companions that will bring joy to many people's lives.

Sofman added: "Our mission is now to apply the technology we've developed within the entertainment industry to create a future where humans and intelligent, general-purpose robots can live in a mutually beneficial way."

At launch, *Vector* will retail for £249.99 and come with one base charger and one interactive Cube. Whilst *Vector* is fully autonomous and always-on, a smart device running the companion app (available on iOS and Android) is required for initial setup.

Pre-order on Anki.com
Vector is ready to enter the home and can be pre-ordered exclusively on anki.com from today, 8th August for 30 days, until September 6th. For this limited time, those who pre-order *Vector* on anki.com will receive a saving of 20% on the MSRP - £199.99, early access to *Vector* before he goes on general release on 12th October and exclusive access to the beta software development kit (SDK) launching in December.

From 7th September, *Vector* will be available at an MSRP of £249.99 on anki.com with a range of UK retailers to be announced.

Vector Accessories
Vector Space is his home within your home, a safe place for Vector to relax while he's not interacting with you. The MSRP for *Vector Space* is £29.99.

Vector SDK Coming Soon
A *Vector* SDK - based on the Python language - will be available to all *Vector* owners early next year. With the SDK, users will be able to harness *Vector*'s hardware and software technologies—from advanced facial recognition to a high-resolution colour screen - to augment their *Vector* experience in ways that no other consumer robotics platform offers.

Supporting Resources
- *Vector* Brandfolder for assets
- *Vector* introduction video https://youtu.be/Qy2Z2TWAt6A
- *Vector* will also launch in Canada, USA., New Zealand, and Australia in October 2018.
- Qualcomm blog post: Meet Vector: A Smart Home Robot with Personality, Powered by Qualcomm
- Follow *Vector's* story at: Instagram.com/VectorRobot
- Keep up with @Anki news & connect with us at: Twitter.com/Anki, Facebook.com/Anki, YouTube.com/Anki, and Instagram.com/Anki

About Anki
Anki brings objects to life through robotics and artificial intelligence, allowing people to build relationships with technology that feel a little more human. For more information, visit www.anki.com.

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