ANKI DELIVERS POWERFUL ROBOTICS PROGRAMMING PLATFORM FOR KIDS WITH
COZMO CODE LAB

SAN FRANCISCO, June 26, 2017 – In a technology-fueled world learning to code has quickly become a cherished skill, empowering kids to become creators of the technology that they use and enjoy. However, the current tools that are meant to inspire robotics programming offer a lackluster and disjointed experience, often lacking access to high-level functionalities that can help transform an aspiring child into a full-fledged programmer. Anki, the consumer robotics and artificial intelligence (AI) company, today announced *Cozmo Code Lab*. It's a simple and intuitive visual programming language that allows *Cozmo* owners to easily tap into his advanced robotics technology to program the physical robot. Dragging and dropping blocks into a sequence in *Code Lab* will trigger related actions from *Cozmo* in the physical world. *Code Lab* is available now to all *Cozmo* owners as a free software update to the *Cozmo* app.

"Everything we do at Anki is in an effort to advance the state of robotics, whether that is kids learning coding for the first time, or Ph.D. students solving complex computer vision challenges in a lab with *Cozmo*," said Boris Sofman, CEO and co-founder at Anki. "With the launch of *Code Lab*, *Cozmo* now helps kids develop the logic and reasoning skills that programming requires. Based on the Scratch Blocks project, a collaboration between MIT Media Lab and Google, we now have a powerful tool that gives anyone interested in learning to code a robot the opportunity to unleash their creativity. There's simply no consumer robotics platform available like *Cozmo*."

Delightfully Intuitive. Easy to Execute.
Cozmo Code Lab provides opportunities for thoughtful and logic-based play as kids are challenged to approach programming much like a *real programmer*. Writing sophisticated programs requires a programmer to define a set of rules to solve an issue. *Code Lab* challenges kids to find a solution to prescribed prompts by moving the blocks into an appropriate sequence. It also allows them to experiment with *Cozmo* to create whatever content they can imagine. Each block represents a specific action, movement, or animation including:

- **Movement**: Make *Cozmo* drive, from simple forward/backward/turns to intelligent motions like avoiding obstacles
- **Actions**: Control his body, from moving his lift and head, to changing lights or having him say short phrases
- **Animations**: Access dozens of the animations that make *Cozmo*'s personality, created by a team of film and gaming animators
- **Events**: Trigger highly intelligent actions like having *Cozmo* react to a face, a smile, or a frown, or use his cubes to trigger a reaction

Code Lab for *Cozmo* is based on Scratch Blocks, a project of the MIT Media Lab, used by millions of people around the world. With *Code Lab*, *Cozmo* owners can start out with very simple programs, but then move into extremely sophisticated coding projects like creating entirely new games for the robot.

About *Cozmo*
Cozmo refuses to sit tight and wait for the fun to begin. He's ready to play. The more *Cozmo* gets to know his human friend, the more skilled he becomes as new abilities and upgrades are unlocked. The free-to-download *Cozmo* app, which runs on compatible iOS, Android, and Kindle Fire devices, comes packed with gameplay content and constantly introduces new ways to play. *Cozmo* even brings his own toys to the game — three interactive Power Cubes that he's willing to share. So whether he's playing with his Cubes or challenging his human friend to one of the many games he ships with, he's always ready for action. New *Cozmo* abilities and game modes are introduced

via free software updates, which ensures that the relationship between *Cozmo* and his human friend stays fresh year-round.

Keep up with @Anki news & connect with us at: Twitter.com/Anki, Facebook.com/Anki, YouTube.com/Anki, and Instagram.com/CozmoRobot.

About Anki

Anki is harnessing robotics and artificial intelligence (AI) to deliver magical experiences that push the boundaries of the human experience. Founded in 2010 by three Carnegie Mellon Robotics Institute graduates, Anki creates consumer experiences using cutting-edge technology that was once confined to robotics labs and research institutes. For three years in a row, Fast Company has named Anki one of the top 10 most innovative companies in robotics. Sales of Anki OVERDRIVE and Cozmo have catapulted the company's products into the category of top four best-selling premium toys ($75+) of the 2016 holiday season, according to The NPD Group.

For more information, visit www.anki.com.

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