

Press Release

AEON MALL Co., Ltd.
AEON MALL Fukuoka Lucle
tmsuk Co., Ltd.

World's First Robotic Communication Service for Mall Environment
by Personal Identification System with QR Codes.

AEON MALL Fukuoka Lucle introduced the world's first permanent robotic communication service in the mall.

The robot is provided with many interfaces that allow it to make verbal communications and support mall events.

Chiba Japan, March 2008 – AEON MALL announced the introduction of the first communication robot developed in collaboration with tmsuk Co., Ltd. to AEON MALL Fukuoka Lucle that is one of the largest shopping malls in Kyushu area and hosts more than 200 tenants.

The mall engages in local activities and states its original customer service “AEON MALL KIDS CLUB” as one of local communities. As one of its communication activities, it provides a QR code* to each club card holder and members can utilize the code to receive new benefits and services.

A QR code reader equipped with the robot enables it to identify a member by name, birthday and gender and to make verbal communications based on individual identification”. Furthermore, the robot is attached with a music speaker and a visual projector in order to work flexibly at event spaces.

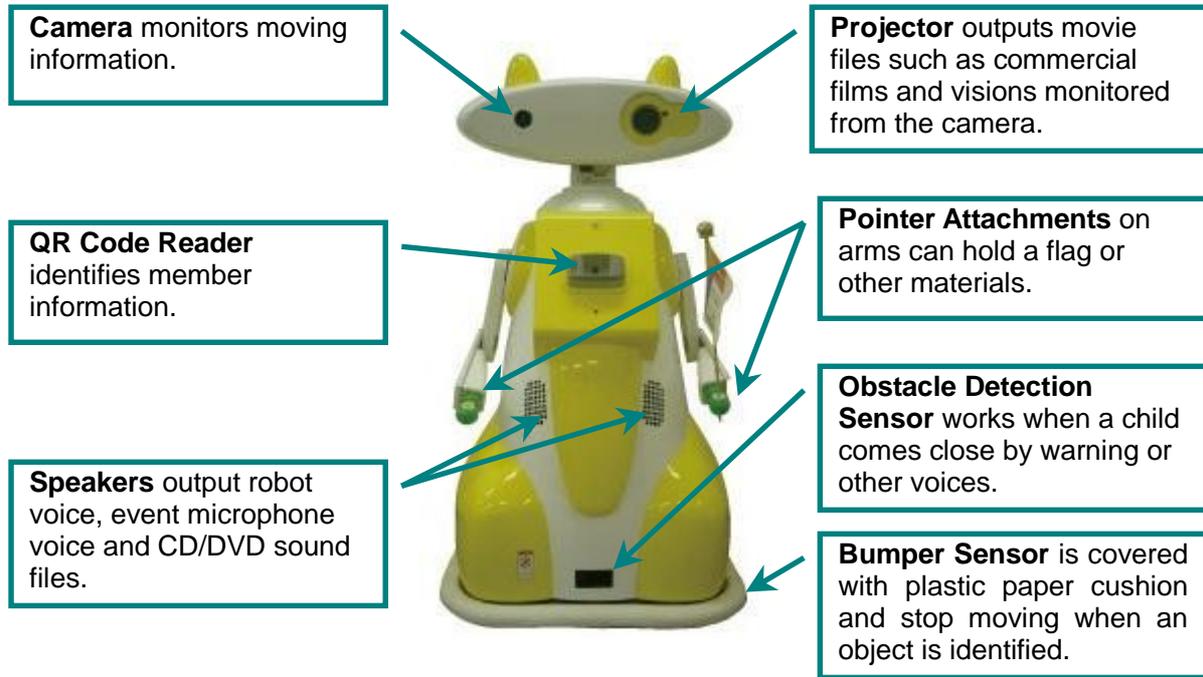
An introduction of a permanent robotic service to local customers through “Communication” and “Events” is ever not seen in our existing shopping malls or in the world's large-scale commercial facilities.

This project has started since February 2006 when the mall provided the shopping environments for proof experiments of new personal shopping assistant robot in electronic tag proof experiment business by Ministry of Economy, Trade and Industry (METI).

tumsuk is a robot manufacturer of this personal shopping assistant robot. The company possesses firm technologies and aims at creating a society-oriented robot market, installing intelligent robots to universities and hospitals. Triggered with the opportunity of working together for METI, we come to co-develop the new communication robot specially designed for shopping mall business and presented the achievement today.

* A QR code is a two-dimensional bar code. Barcodes store data in the widths alone, while QR codes store data both in the widths and heights and allow its contents to be decoded at high speed.

--- Communication Robot ---



Specification

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|------------------|--|
| Height | Approx. 140 cm |
| Weight | 97 kg |
| Freedom | Arm: 2 motors; Head: 1 motor; Foot: 2 motors |
| Speed | Max speed: 2.8 km/h |
| Power | AC100V |
| Battery | DC24V Lithium-ion battery (2 hour operation) |
| Sensors | Obstacle detection sensor, Bumper sensor |
| Color | Yellow and white; Pointer attachments are green |
| Other equipments | Camera, Speakers, QR code reader, LED surface, Projector, CD/DVD player, Pointer attachments |