

## Practical House-sitting Robot "ROBORIOR" ADVERTISING CAMPAIGN START !!

SAMURAI ROBOT "KIYOMORI" FIRST Landing in Tokyo !



tmsuk Co., Ltd of Kitakyushu City in southern Japan will start an advertising campaign of the house-sitting robot *ROBORIOR*.

### THE FIRST CAMPAIGN (Biped walking robot *KIYOMORI* first landing in Tokyo)

We will hold an event at the Takashimaya department store, in Nihonbashi, Chuo-ku, Tokyo for the sales promotion of *ROBORIOR*.

A life-sized biped walking robot *KIYOMORI* in Japanese traditional SAMURAI wear, representing tmsuk, will come from Kyushu to head the sales promotion for *ROBORIOR*.

After this event is over, *KIYOMORI* will go to France and will be on display and demonstration at the Bordeaux Wine Festival 2006.

### ■ **ROBORIOR IS NOW ON SALE!! FREE RENTALS extremely popular!!**

*ROBORIOR* has digital camera, infrared sensors and videophone capability to notify you of intruders while you are away from home and its name is derived from "Robot" and "Interior".

It can be remote controlled with a FOMA phone, sense break-ins using infrared sensors and notify homeowners by calling their cell phones and sending video from its camera.

The price is 294,000yen with tax

Due to the highly popular demand of the free rental service available at the Nihonbashi Takashimaya department store since April 13, we will increase the number of *ROBORIOR*s for rental.

### ■ **The first TV commercial in Japan with an on-the-market Practical Robot is on air!!**

We are conducting a major sales promotion drive for *ROBORIOR* and have been on air since May13.

Although there have been examples of companies using a robot for company image promotion, this is the first time that a TV commercial is advertising a robot that is actually on the market.



## <KIYOMORI demonstration> +ROBORIOR sales promotion

DAY: June 7 to 8, 2006 from 12:00 and 15:00.

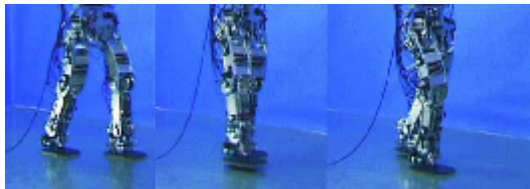
**For journalists: June 7, 2006 from 10:45**

PLACE: Nihonbashi Takashimaya, 1F, the front entrance of the main building  
2-4-1, Nihonbashi, Chuo-ku, Tokyo

After this event is over, KIYOMORI will go to France and will be on display and demonstration at the Bordeaux Wine Festival 2006. (DAY: from June 29 to July 2)

### □About *KIYOMORI*□

*KIYOMORI* can execute a wide range of natural looking actions due to an incredible number of 39 joints within its frame, and bend and stretch its knees when walking. The robot was developed in collaboration with the Atsuo Takanishi Laboratory of Waseda University. *KIYOMORI* realized the knee-stretch biped walking by using the pelvis motion in two degrees of freedom as humans do when walking. This is what gives *KIYOMORI* a more humanlike walking style than other biped walking robots which are unable to stretch their knees while walking.



*KIYOMORI* Legs: stretch their knees while walking

Last year, *KIYOMORI* as a robot has received blessing at Munakata Shrine in Munakata city, Fukuoka prefecture. Prayers were held for *KIYOMORI*'s continued success as the pioneer and leader in developing the new robot mobility technology and its position as the flagship of the new robot civilization.



K I Y O M O R I  
H160 c m W70 c m  
Weight74 k g  
Degrees of freedom 39DOF



To confirm your attendance, please fill out the form below and return it by fax or e-mail to the number below by June 6th.

**To: tmsuk Co., Ltd.**

**FAX: (+81)93-581-3521**

**E-MAIL: pr@tmsuk.co.jp**

Please fill in the details below.

Name of Company/Group		
Title/Designation		
Name		
Contact TEL		
FAX		
E-MAIL		



**【FURTHER INFORMATION】**

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