

PRESS-KIT



Buddy[®]
The Emotional Robot



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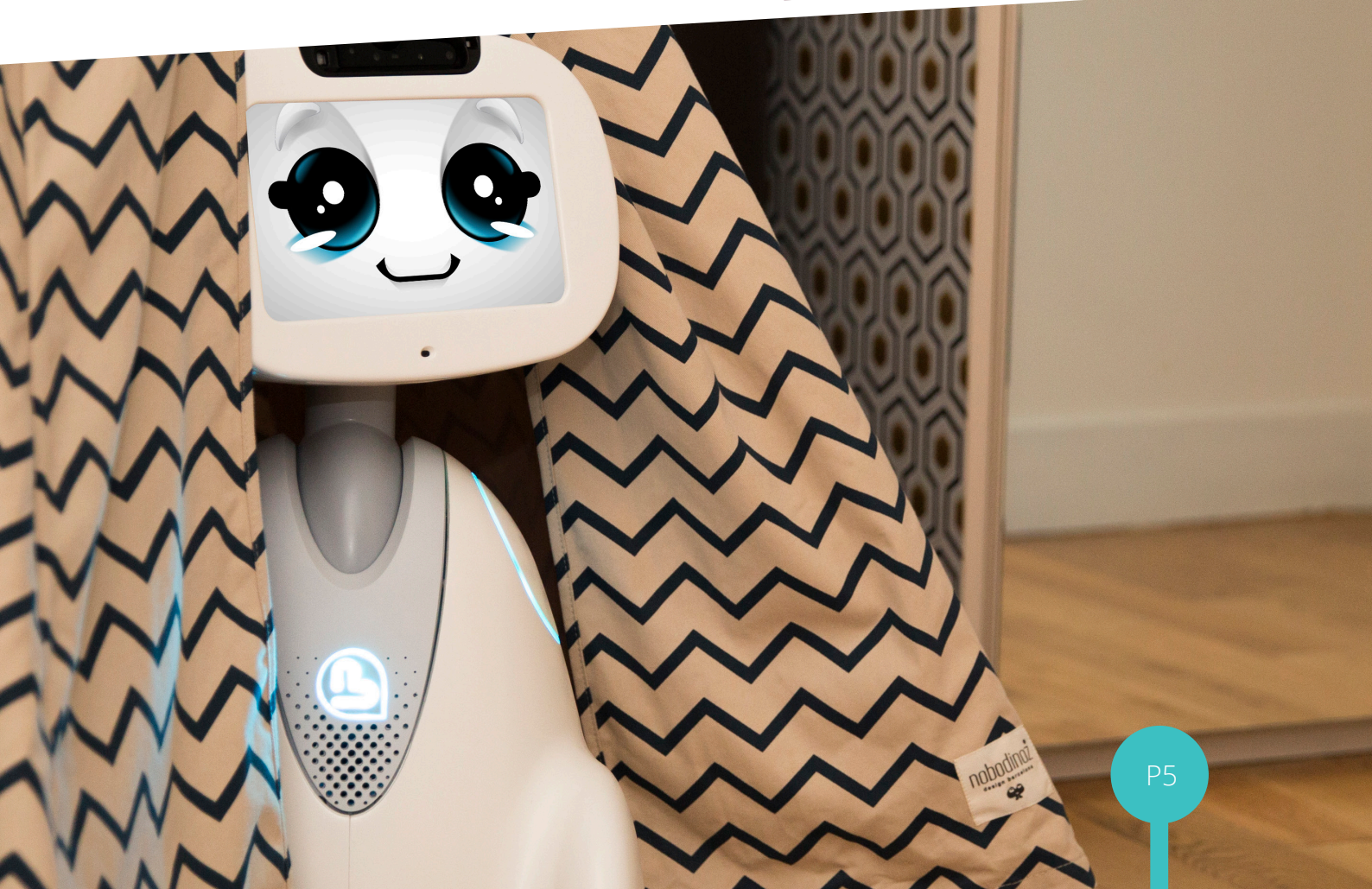
AT A GLANCE

Say hello to **BUDDY**, The Emotional Robot

Entirely **designed** and **manufactured** in France, BUDDY is an “**emotional companion**” robot.

This adorable companion can improve everyone’s life, and more particularly, **create social ties, support childhood learning, watch over** and **take care of our elders**.

It started from an idea first conceived by the inventor Rodolphe Hasselvander and his start-up, BLUE FROG ROBOTICS, to respond to the major challenges of our current society, such as the **aging of the population** and the **inclusion of vulnerable people**.



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ABOUT BUDDY



22-inches/56cm tall, 8 kg in weight

- BUDDY is a fully mobile robot moving with two motorized wheels, an articulated head and a plethora of sensors incorporated (obstacle sensors, ground sensors, anti-pinch sensors, caress sensors, RGB & 3D cameras, speakers, omnidirectional and unidirectional microphones).
- BUDDY operates with a 8" touch pad which serves as a face and "brain". A "PC" under android hosts applications and data. BUDDY is able to hear and speak thanks to built-in speakers and a microphone array system.
- The interaction with the users is managed by a mix of voice control, body language, display and remote control (on smartphone/ tablet).
- BUDDY is full of personality and reacts to his environment through a range of expressions that allow him to better engage with end-user. He has a high level of kawaii, or cuteness, whether he's happy, grumpy, angry or sad.
- BUDDY has several zones with "electro-mechanical" connectors on which accessories can be plugged such as arms, docking station.

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WHAT CAN
BUDDY
DO?

4.1 - COMMUNICATION & COMPANIONSHIP

- BUDDY augments the **care of younger, older** and **vulnerable people** by providing **companionship** and help with day-to-day activities.
- Beyond the reassuring and comforting presence that it offers throughout the day, BUDDY improves **security** (removal of doubt and alert), preserves **social link** (video communication with familial or professional environment, sharing photos), and also meets the need for **cognitive stimulation**.
- Among other things, BUDDY is an **assistant** able to give useful information, **remind** important meetings and **entertain**, by playing music or the radio.





4.2 - ELDERLY CARE

- BUDDY is an excellent companion for serving the **aging well** of our seniors living alone at home or in an institution.
- With an **engaging personality**, BUDDY provides social interaction and assistance to seniors in loss of autonomy.
- BUDDY **watches over** them, **enliven** their **daily lives** and **break them free** from their **isolation**.
- For care givers, BUDDY monitors elderly activities, detects unusual activity and alerts in the event of an emergency for the **peace of mind of the family**.

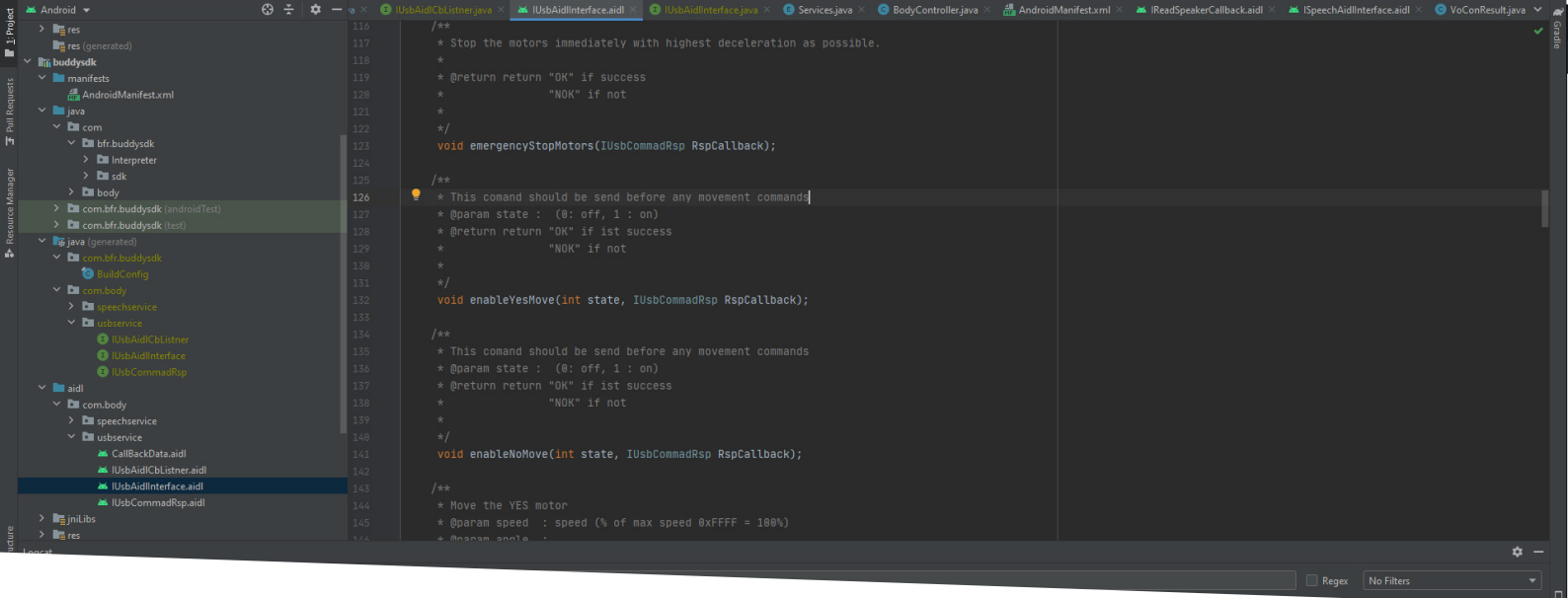
4.3 - EDUCATION

- Whether to **support childhood learning** or to **assist the teacher**, BUDDY allows to learn differently while having fun and simply prepare students for the world of tomorrow.
- As an **interactive** and **educational companion**, BUDDY introduces the world of digital technology to children - a fun & engaging learning process - with coding/programming apps.
- As an **avatar**, BUDDY allows sick children from hospital room or home to teleport to their classroom and continue to share relationships with his classmates.
- As a **therapeutic partner**, BUDDY helps autistic children to communicate and interact with others.



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FOR
DEVELOPERS



5.1 - DEMOCRATIZE THE FIELD OF ROBOTICS.

- This is why BUDDY is built on **open** and **scalable platform** with its development tools (SDK) to give life to a companion with incredible potential.
- BUDDY was purposely built with popular development tools (like TensorFlow & Android Studio) to allow as many developers as possible to collaborate with us. We are also developing a complete API to enable the developer community to start working with BUDDY.
- In addition to software, developers will be able to build custom hardware-based solutions that BUDDY can interact with.

The only limit of use is the imagination!!!

5.2 - BUDDY'S SDK INCLUDES

To make its robots more accessible, Blue Frog Robotics decided to port its advanced development platform to Android (formerly under Unity3D) for its emotional robot Buddy.

Thanks to this kit, developers, students, professionals and robotics enthusiasts will be able to have access to the various functions of the robot (vocal (TTS / STT) and visual interactions, movements of the robot, emotional behaviors, etc.) and program it to design new abilities for Buddy from scratch.

It is also possible to have access to raw data from Buddy's sensors in order to optimize certain commands or develop specific AI and computer vision algorithms.

In addition, the Android environment natively allows easier access to any API in the cloud to provide more possibilities.

With BUDDY, the possibilities are endless.

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THE JOURNEY



BUDDY is the brainchild of **Rodolphe Hasselvander**, Founder of Blue Frog Robotics.

Before founding Blue Frog and building BUDDY, Rodolphe was the executive director of CRIIF – a private research laboratory in robotics – for almost a decade. His research led him to the field of sophisticated robots and artificial intelligence for professional application in areas such as security, construction, surgery and personal assistance.

Rodolphe's fascination with robots bloomed in childhood. After watching

movies like "Star Wars," he became convinced that one day people would be able to have an R2-D2 at home. Time progressed, and the world still woefully lacks R2-D2s for the family. At the time, he was looking for an assistance solution for his grandmother losing autonomy, while managing a robotics research center. Rodolphe decided to take matters into his own hands. He used advanced technologies to build a robot that offers real, human-like help and services at an affordable price.

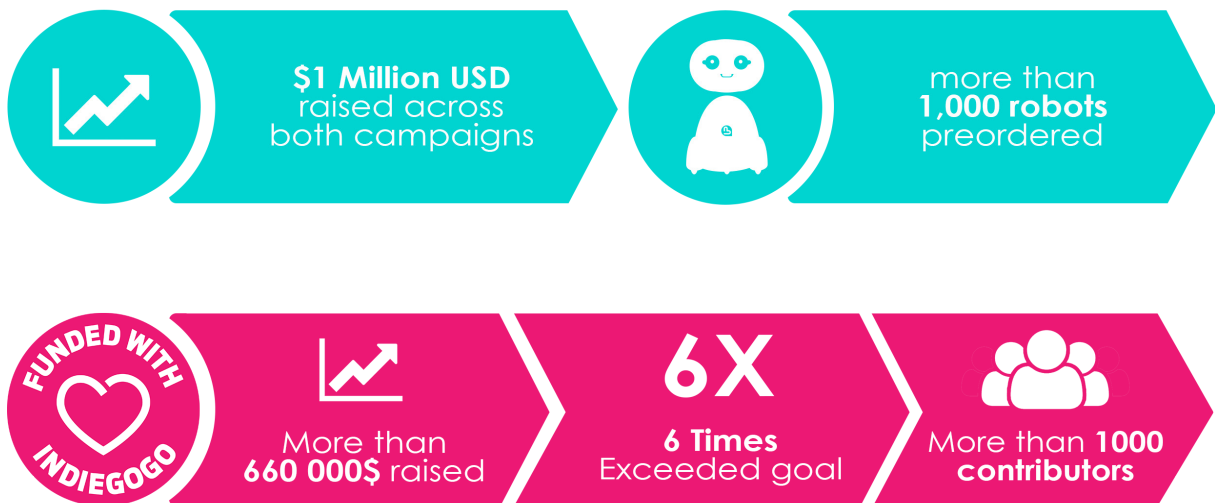
And so, BUDDY – the world's first emotional companion robot available to all – was born.

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THE CRAZE AROUND BUDDY



Blue Frog Robotics chose in 2015 crowdfunding as the route to market for BUDDY to give early adopters the chance to test BUDDY before hitting the mass market. In addition, Blue Frog wanted to cultivate a thriving community of developers. The company is excited about working with talented and innovative developers as they design and augment BUDDY before he is delivered to the mass market.



With more than \$1 million USD in pre-sales and already more than 1,000 robots sold on Indiegogo and our store, BUDDY COMPANION robot is destined for a remarkably rapid rise in the coming years to come.

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2021:
BUDDY ODYSSEY



Given this craze, Blue Frog decided to launch the industrialization studies of BUDDY, and start the production of pre-series for the first experiment phases in education and assistance to people.

It's clear that with BUDDY, and his unique charm, the company created an emblematic face in the world of robotics, while promoting strong family values like **creating social links, encouraging children learning** and **taking care of seniors**.

And above all, **BUDDY** responds to major issues of our current society, such as **aging of the population**, the **inclusion of weak or sick people**, and **education** of course!

Helping those fragile individuals to gain autonomy and comfort thanks to personal robotics is a company objective to which Blue Frog wishes to contribute with the commercial launch of "**BUDDY PRO**" robot this year.

Also, with the COVID-19 epidemic and the social distancing introduced, "BUDDY PRO" robot does have to play a crucial role in this context because it allows to preserve the social and educational link.

With the advent of connected objects, the automation and virtual assistants, there is no doubt that in a few years, all businesses and then all households will have their personal robot, "**BUDDY COMPANION**", just like the PC and smartphone have become essential in our daily lives.

We want everyone to adopt this emotional companion robot to assist, entertain, educate, and make everybody smile. Make Tech-for-Good a reality, this is our vision.

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OUR REWARDS



Consumer
Technology
Association™



BLUE
OCEAN
AWARDS

2018
BLUE OCEAN AWARDS

WINNER



2016
SCIENTISTAR
MÉDIATISATION
WINNER



2016
LE TROPHÉE START-UP
OBJETS CONNECTÉS
WINNER



2016
L'OBSERVEUR DU DESIGN
ÉTOILE DE LA COMPÉTITIVITÉ
WINNER



2016
FUTURE DIGITAL AWARDS
BEST EMERGING & DISRUPTIVE
CONSUMER PRODUCT
WINNER

INNOVATION 2030
CONCOURS MONDIAL D'INNOVATION

2014
TROPHÉE MONDIAL
DE L'INNOVATION
WINNER



2015
BEST OF WHAT'S NEW AWARD
GADGETS CATEGORY
WINNER

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BLUE FROG
ROBOTICS USA



In August 2019, Blue Frog Robotics announced the opening of its subsidiary **Blue Frog Robotics Inc.** in The United States to offer the First Smart, Mobile and Emotional Robot at affordable price to consumers in North America.

Blue Frog Robotics Inc. will manage sales and operations of “Buddy” in the United States as well as Global Branding, partnerships and business development.

The head office is located in Mass Robotics, the innovation hub for robotics and connected devices in the Boston Area. The new company will add agility for faster decisions, new opportunities for partnerships and will help sharpen responsive consumer relationships.

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PRESS CONTACT



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HD PHOTOS
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