

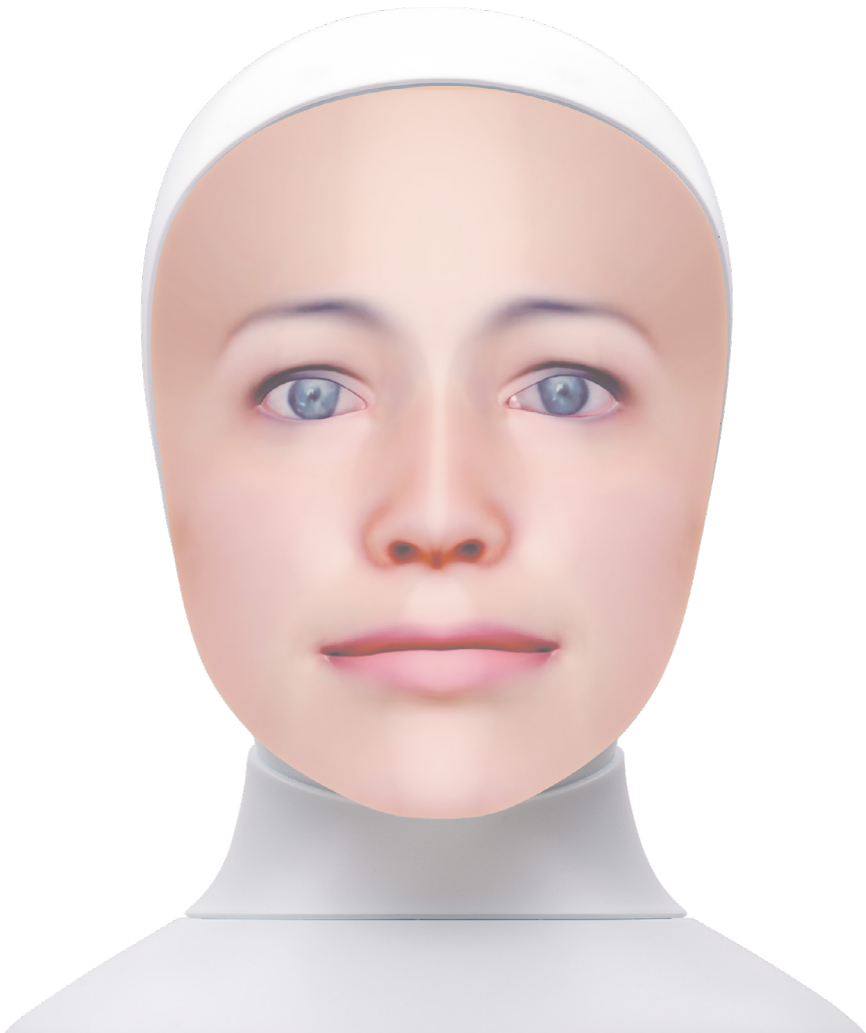


## A guide to your first **Furhat**



# The world's most advanced social robot

Everything you need to know about getting your first Furhat robot



*All over the world - in schools, hospitals, airports, shops, offices, banks, hotels, homes and more - applications for social robots are being deployed today to help people lead better lives, support employees, delight customers, and add value and solving critical problems to businesses. Humans are entering a new era where talking to machines, and interacting with them in our most natural ways - as if they were a person - is becoming 'normal'. It's still early days in this revolution. The rules are still being written, and the road ahead is wide open for the world's brightest minds, scientists, engineers, designer, and innovators to unlock the potential for robots.*

*At Furhat Robotics, we've built the world's most sophisticated and accessible platform that allows people to do things with our robot that no other robot can do, and are putting it in the hands of people at the cutting edge of innovation, to pave the way for a future that many of us have dreamed of!*

Samer Al Moubayed, CEO



## About Furhat Robotics

Furhat Robotics is a Stockholm based startup building the world's most advanced social robotics platform.

We are a collective of doers and dreamers driven by one common goal: *making the promise of social robots a reality.*



## What are social robots?

Social robots are a new type of physical computer interface designed to be used in social contexts, to interact with people.

Unlike functional robots that might work behind the scenes in manufacturing or factory automation, social robots are deployed on the business frontline, helping companies offer more human customer experiences, drive increased engagement and build authentic customer relationships.

They interact with us humans as we do with each other, by listening, speaking and expressing emotion. By communicating with us the way we do with each other, social robots have the ability to connect with us in deeper and more meaningful ways, removing the barriers between humanity and technology.

## How are companies using social robots

Social robots are helping companies and their people do better. They are helping deliver stand-out customer experiences, to train staff, and relieve humans of time-consuming, repetitive tasks.

Social robots can also help embody your brand in locations where your staff cannot be present, creating an immersive experience while helping you stay innovative with the latest technology, often bringing with it extensive PR and media attention.

Early adopters of social robots stand to gain a competitive advantage in their respective industries.



## What problems can social robots solve?

Social robots and their applications are solving real business problems across many industries, including retail, travel, education and healthcare.

For example, the retail sector is using robots to create immersive shopping experiences for customers, offering unique product consultation and personalized recommendations.

The healthcare sector is also using social robots to screen people for common diseases, improve productivity and save healthcare workers' time, all while creating a safe and memorable experience for patients.

Social robots are not just a gimmick, they are a commercial asset that can bring real value to your brand and customer experience.



## Meet Furhat

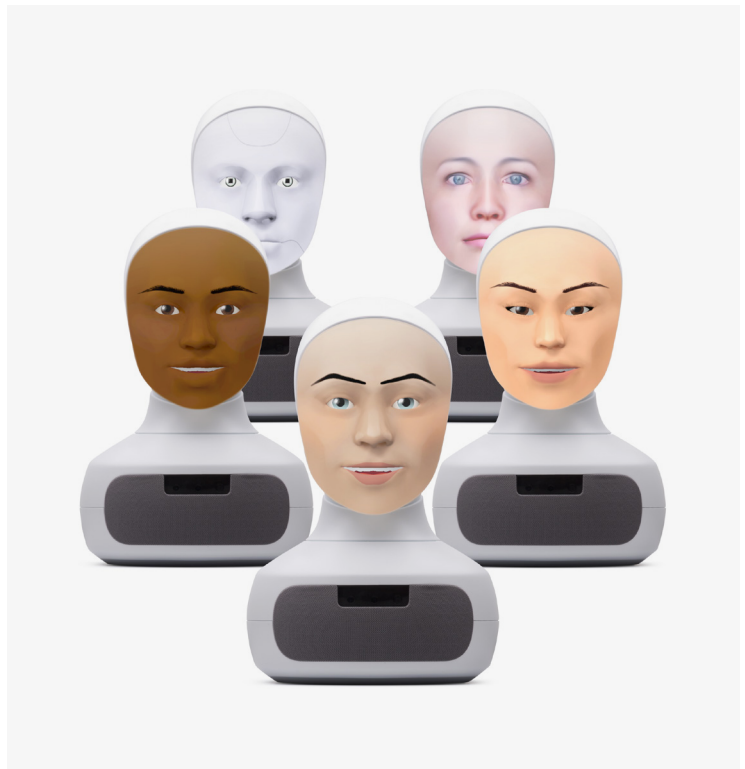


Furhat is a social robot based on years of research, engineering and design. With customisable face design, ethnicity, gender, and language, the Furhat robot makes it easy and affordable to create life-like, expressive characters for any purpose.

The Furhat Software is the conversational operating system that runs on the robot, bringing together state of the art systems in speech recognition, computer vision, speech synthesis, animation and dialogue management.

Every Furhat robot also comes with our Software Development Kit, featuring a powerful suite of tools that allow you to create, deploy and analyse your applications.

- Human-like neck design for natural head movements
- Full control over faces designs, gestures, and lighting
- Change the face design, ethnicity, gender, language – even the species
- Customizable, magnetically attached, faces





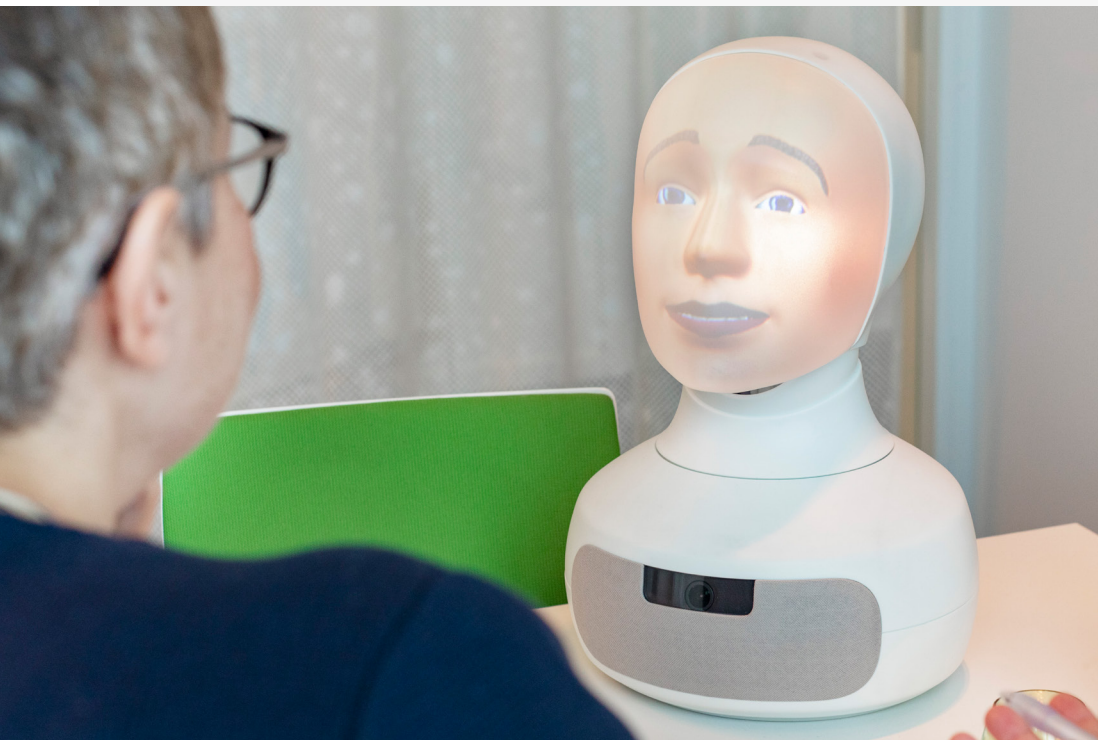
TENGAİ

## **The world's first unbiased interviewer**

Furhat Robotics and the HR-startup Tengai, a spin-off from the recruitment company TNG, have teamed up to develop the world's first unbiased interview robot. The result is Tengai - a social interview robot who is enhancing the candidate experience, freeing up time and helping recruiters and hiring managers in making objective hiring decisions.

The robot Tengai, featured in e.g. BBC, The Times and World Economic Forum, autonomously performs interviews, scores the interview according to an established framework and summarizes the output for the human recruiter.

Visit [www.furhatrobotics.com/recruitment-robot/](http://www.furhatrobotics.com/recruitment-robot/) to learn more





Åsa Edman Källströmer, CEO TNG

**“We have worked with unbiased recruitment for years, and have explored various AI-platforms and robotics solutions. Furhat’s product is the best on the market.”**



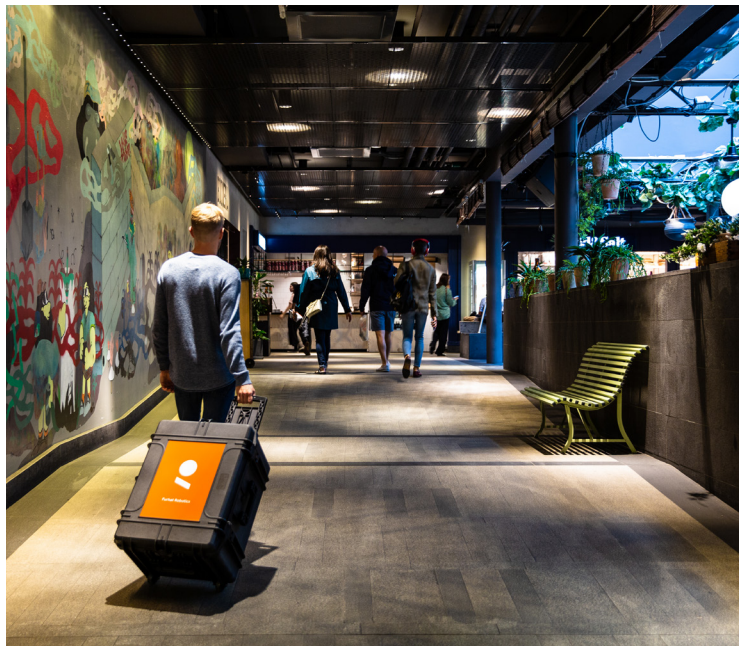


## What's involved in buying/leasing a Furhat?

If you are buying or leasing a Furhat for the first time, we will work with you to define your vision and ambition for the robot, and ensure you have everything you need to get your Furhat up and running.

If you want to use the robot for commercial purposes, our standard lease period is a minimum of 6 months, but for special occasions we can offer shorter leases. The robot is also for sale, but only for non-commercial R&D purposes.

Signing can be done electronically, and does not require a live meeting. The robot is often ready to be shipping out the next day from our production site in Sweden, but larger orders may take a few weeks to prepare for you.



## Getting the robot up & running

Your robot comes packaged in its own protective case which includes the Furhat Robot and all required electronics.

Its out-of-the-box features include speech recognition for 124 languages, speech synthesis with 197 different voices, one adult mask, 20 facial gestures, example skill flows and a web interface.

After unpacking the robot, the next step is to gather a group of colleagues and develop your first skill for the robot. You can learn more about getting Furhat up and running by reading our Robot Owners Guide.

## What does developing an application look like?

If you want to build an application to be used in your business, we recommend that you run this as an agile development project.

The length and complexity of an implementation project will differ depending on the scope of the use case, number of robots and size and experience of your team, but it is common for most projects to take a minimum 6 months to develop, test and deploy.

We recommend that you have an in-house development team to create your application(s), where key competencies should cover project management, software development and human-robot interaction design. We work alongside some of the world's top development agencies who can offer further support if required.



## Maintaining your robot

To help maintain your robot, Furhat Robotics releases new software updates roughly every month.

These are free and available for all our customers. Depending on how you want to use your robot, and the applications you create, continuous improvements and analysis of interactions could be relevant activities for your team, but this varies between organizations.

In case of any issues or damages with the robot hardware, we offer warranty and support packages to cover all eventualities.



SEMMI

## The social robot guiding travellers on their journey

Furhat Robotics teamed up with DB Systel, the innovation arm of Deutsche Bahn, to reimagine how excellent customer service for travellers could look like.

The result is SEMMI: a travel concierge robot, guiding passengers at airports and train stations in multiple languages and answering common questions and concerns. SEMMI is being piloted at train stations and airports both in Germany and Japan, to see how post-covid travellers can be supported in a safe and convenient way!

Visit [www.furhatrobotics.com/concierge-robot/](https://www.furhatrobotics.com/concierge-robot/) to learn more





Dr. Kais Samkari, Former Team Lead at DB Systel

**“At DB Systel, our aim is to develop the next generation of traveller services and in Furhat, we have a partner at the cutting edge of robotics”**



## Support services



All our clients are welcome to contact us through our online Support Portal and are invited to join our open community with global Furhat users where you can ask other developers for advice.

As a leasing client, you automatically have access to our premium support package with faster response and resolution time, live technical remote support and tips and advice to improve your application.

We also offer more extensive consulting services, training and workshops at an additional cost.

- Live technical support
- Development tips
- Consulting services
- Training



## Compliance & legal



At Furhat Robotics, we recognize the importance of trust in the relationship between a user and a human-like artificial intelligence.

As such, we follow rigorous ethical standards and business conduct practices to ensure we are fully compliant with local laws, rules and regulations. We work with a trusted group of third-party suppliers, including Microsoft and Google, for managing our data & cloud-service speech recognition features.

For more information, you can read the Furhat Platform Data Security & Privacy document available on our website.

PETRA

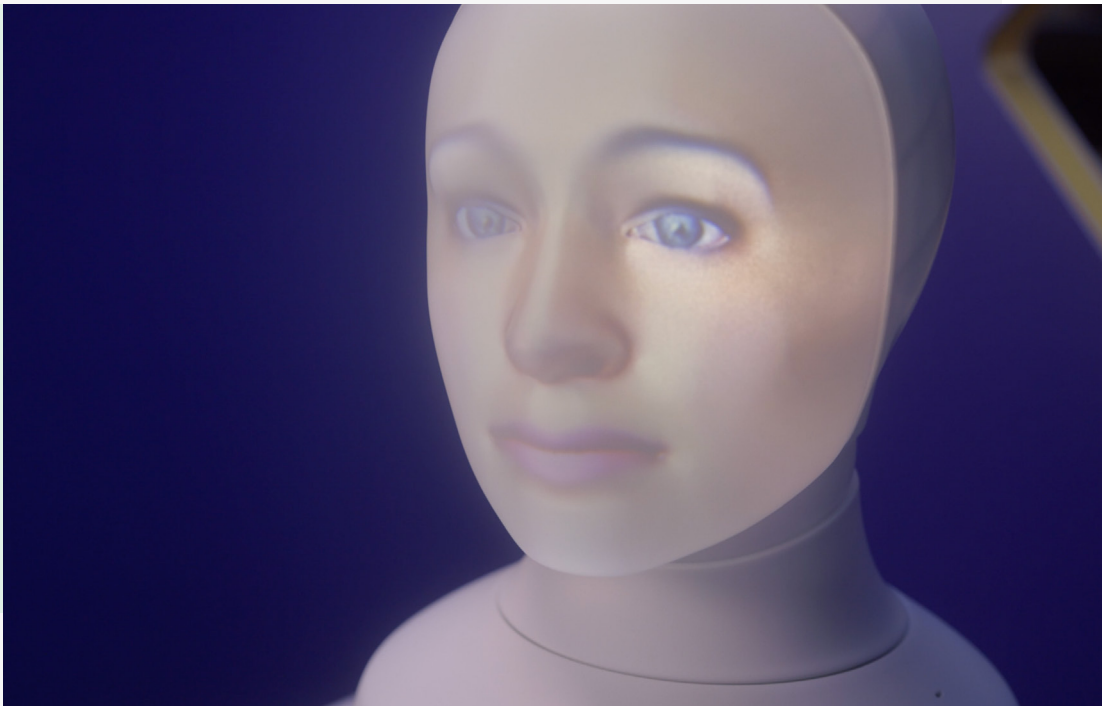
## The social robot creating awareness of common diseases

Global pharmaceutical company Merck teamed up with Furhat Robotics to reshape the way medical professionals approach early detection and diagnosis of common diseases.

The result is PETRA: a social robot that has the ability to detect signs of three of the world's most common, yet under-diagnosed diseases: diabetes, alcoholism and hypothyroidism. By developing PETRA, Merck were able to explore unpaved ways of meeting their objectives:

- Create awareness around common diseases
- Increase accessibility to self-evaluation tests
- Create a safe and qualitative experience for self-evaluation

Visit [www.furhatrobotics.com/healthcare-robot/](http://www.furhatrobotics.com/healthcare-robot/) to learn more







Bettina Bauer, Managing Director, Merck Sweden

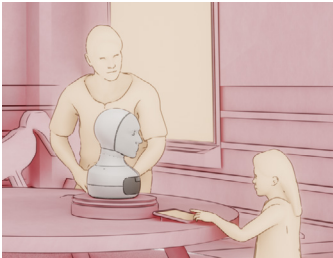
**“There is growing consensus that a better way to solve a lot of the health problems we face today is by living healthier, more active lifestyles complemented with more proactive and personalized medical treatments. PETRA is our first foray in social robotics and we could not be more happy with the result.”**



## Looking for inspiration?



At Furhat Robotics, we're always exploring how we can team up with world leaders in business and research to build magical customer experiences with social robots.



### Robots in habilitation

Learn how social robots can help children with autism to develop real-life social skills.

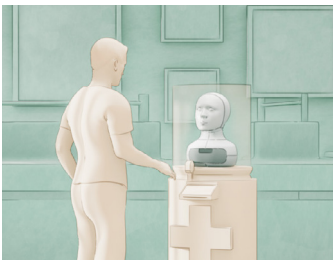
Visit [www.furhatrobotics.com/habilitation-concept/](http://www.furhatrobotics.com/habilitation-concept/) to learn more



### Robots in tourism

Explore how social robots can provide unique experiences and build trust with travellers.

Visit [www.furhatrobotics.com/tourism-concept/](http://www.furhatrobotics.com/tourism-concept/) to learn more



### Robots in healthcare

Discover how the healthcare industry can use social robots to create safe patient experiences.

Visit [www.furhatrobotics.com/healthcare-concept/](http://www.furhatrobotics.com/healthcare-concept/) to learn more



### Robots in retail

See how retail partners are exploring how social robots can create memorable store visits.

Visit [www.furhatrobotics.com/retail-concept/](http://www.furhatrobotics.com/retail-concept/) to learn more



## Contact

[sales@furhatrobotics.com](mailto:sales@furhatrobotics.com)

## More info

[www.furhatrobotics.com](http://www.furhatrobotics.com)

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