



## Family Robot, “LOVOT”

**Groove X, Inc.**

**A home robot that stirs your instinct  
to love “LOVOT”**



### ■ Outline

The LOVOT is a family robot that stirs the instinct to love. LOVOT uses technology to pursue not the usual robot qualities like efficiency and convenience, but a feeling of comfort and charming behavior when it is held. It gently influences people’s feelings and helps them feel happy. It draws out the power of love and gives people energy to face tomorrow.

LOVOT is filled with the technology that satisfies the conditions necessary for cuddling, which is essential for nurturing attachment with its beloved owner. Just like animals, the skin softly covers a skeleton, and the tires smoothly emerge from the body. In order for it to maintain a comfortable body temperature, it is also fitted with a heat mechanism. The upturned face is a sign that it wants to be held. The indents and round bottom of the body make it easy to hold and carry. The shape is based on two stacked spheres which gives it a natural form and contributes to improving the overall emotion expression of the body. Developers overcame the difficult task of including over 50 sensors to allow it to accurately grasp its owner’s whereabouts, while also retaining a huggable form. Although it is not alive, it moves independently, gets attached, and asks to be cuddled, which results in a lifelike presence that people can love without hesitation.

### ■ Social needs

Generally, technology has made people happy by improving productivity. However, in contemporary society, there are more nuclear families and people living alone, and personal space is becoming more important, resulting in increased isolation and loneliness. Under these conditions, keeping in mind our aging society and the threat of yet-unknown viruses, it is becoming more important to soothe people directly rather than focusing on improving productivity. In order to soothe feelings of loneliness and isolation, people need an object they can love without hesitation. One option is a pet. By interacting with pets and forming attachments with them, people secrete oxytocin (a hormone that

promotes feelings of peace of mind). This robot was developed with the idea of using the latest robot technology to reproduce the comfort that pets give to humans.

### ■ Achievements, development

At the CES 2020, one of the largest exhibitions in the world, where the latest technology comes together, LOVOT won the Innovation Award which is presented to products that are particularly outstanding, and was also selected for awards selected by top world media such as Refinery29 and Ici TOU TV. Additionally, it won the Cool Japan Award 2019, the Japan Society of Kansei Engineering (JSKE) Kawaii Award 2019, Japan Media Arts Festival Jury Selection, 2020 Good Design Gold Award, and more. In addition to its cute appearance, simple movements, and its warmth, softness, and gaze when held, it was also given high praise for its functional value with features that protect loved-ones such as keeping watch and staying home alone. Expectations are high not just for consumer appeal but also for implementation at welfare facilities, medical institutions, educational institutions and companies.



LOVOT at work in a variety of situations

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