

WESTERN MICHIGAN UNIVERSITY

DOES AN ANIMATED CHARACTER ROBOT INCREASE PRODUCTIVITY?

FREE AND OPEN TO THE PUBLIC



Dr. Reo MATSUMURA, PhD is CEO, CTO and Co-Founder of karakuri products Inc, located in Tokyo, Japan. He is also Cooperative Researcher of the Agent Interaction Design Laboratory at the Interaction Science Laboratories at the Deep Interaction Laboratory Group at ATR. Dr. Matsumura graduated and received his PhD at the Graduate School of Engineering Science from Osaka University in 2012. His research interests include human-robot interaction, social implementation via robotics and developing communication robot. He currently directs the "Ghost-In-The-Shell S.A.C. 1/2 sized TACHIKOMA" project.

Thursday, December 5
5 p.m.
2730 Sangren Hall

In this session, Dr. Matsumura will discuss the challenge to improve productivity by integrating Otaku-Culture and Robotics. Japanese presently suffer from extremely low productivity, manifested by a rapidly aging society.

Dr. Matsumura will introduce his research as a method for improving productivity. Dr. Matsumura and his team implemented a robot salesclerk system at a character merchandise store. This robot looks like a famous animation character named TACHIKOMA from the Ghost in the Shell universe. A salesclerk enters into a robot body through our system and attains another embodiment as TACHIKOMA. By forcibly overwriting their embodiment and identity through Otaku-Culture and Robotics, Dr. Matsumura and his team were able to give them the ability to more than double sales.

Dr. Matsumura and his team's research shows one possibility of improving productivity via Otaku-Culture and Robotics, and its future.

COMBOTLABS

