



INTERNATIONAL ROBOTICS Into the Future of Social Robotics



“Technology is growing at an exponential rate,” says American Computer scientist and Author Ray Kurzweil. The world has already witnessed highly intelligent AI machines successfully competing with humans in sports like: Quiz, Chess, Go game, to name a few.

In October 2017, Sophia, a lifelike robot became a citizen of Saudi Arabia. However, with the rapid advancement of technology in every field, the bigger challenge of robotic evolution remains not in technological limitations, but rather in the readiness and acceptance of society for robots in everyday life. Robert Doornick, founder and CEO of International Robotics points out, “The success of Robotic technologies will depend a lot on how our society perceives them to be.” Robots can help industries sustain a highly demanding work environment, and contribute to humans in a number of other ways. This is the reason International Robotics is devoted to the study of human-machine relationship and the development of social robots.

Robert Doornick
is the Founder & CEO of
International Robotics

human statute tends to create certain levels of discomfort and fear among people. However, a mix of non-human yet anthropomorphic design placed people in a non-threatening scenario. It is also understood that without positive human traits, a social robot can be faced with resistance. Doornick says, “Without teaching the Robots social skills and programming them to emulate human idiosyncratic mannerisms, AI Robots will experience difficulty in widespread acceptance and cohabitation with humankind.” It is this deep understanding of the human-robot psychological relation

As a pioneer in social robotics, the study of robot psychology has been a major goal of International Robotics. Since the 1970s, the company has been exploring and experimenting tremendously in the field of human-machine relationship as it is crucial for successful robotic evolution and human-robot co-existence. Doornick says, “The International Robotics’ Social Robot is a dress-rehearsal for practicing co-existence between humans and machines.” Today, the company stands as a leader in the development of human-size social robots and in the provision of Techno-Marketing services.

The series of experiments done by the company on human-robot interaction have shed new lights on the progress of the robotics industry. A robot that accurately replicated

that makes International Robotics and its robots widely accepted and embraced by many.

The Social Robots and Custom built Robots of the company are being used in many areas including Trade Shows, Press Conferences, Media Launches, Keynote Addresses, Reception, Meet & Greets, and Product launches, Television, Movies and Technology Consulting. Corporations, government groups, educational institutions, and non-profit organizations are using their unique communication psychology in Marketing, PR, Sales & Branding strategies as well as Cause-Marketing programs. Many clients have been extremely successful in capturing the attention and admiration of the audiences in providing educational, entertainment and commercial messages through the company's Techno-Marketing tools and services. Leading brands are utilizing the services of International Robotics to increase business activities, brand awareness, and the quality of B2B communications as well as B2C social interactions. Walden University had this to say about the company: "We strongly believe that robot Millennia adds something to our events that no one else can. He is a great conversationalist and conversation piece that opens up a meaningful dialogue with participants."

Beyond the world of profit-making, the company is actively involved in helping individuals with special needs. With humble beginning in Special Education, the company continues to produce robotic personalities which act as surrogate communication tools for learning disability, autistic, ADHD, handicapped, old age people and other special needs. The company is making a positive impact on



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many individuals through its goodwill visit program. Doornick says, "We gladly offer a free visit to institutions and facilities for special needs who request our IRI communication robot." The company's work in the field is effective because its robots have the ability to quickly bond with any individuals regardless of age, sex and background; their positive humanized character; and their ability to circumvent the constraints of social protocol by removing all forms of stresses, fears, anxieties, and suspicions.

One of the surrogate robots, the Robot Millennia has been very effective in working with autistic children. A letter sent by a mother of an autistic child describes the positive impact made by International Robotics on the child: "Last year I and my autistic son attended the exhibition, and the highlight of the day was you and your robot reaching out to those that most people tend to overlook. My son so wanted to come back this year just to see you and your robot, and I have decided to send him along with his caretaker. I am filled with joy in memory of the experience. Keep up your wonderful work." Similar to these, there are many other testimonies that talk about the positive impacts made by International Robotics on individuals with special need around the world.

The purpose-driven company is playing a leading role in the field of robotics by showing the world a glimpse of the future of human-robots interaction. By sharing its experience and knowledge, and helping businesses and public in many areas, International Robotics is demonstrating ways of how robots and humans could co-exist in the future. Improving the field of robotics in areas including—design, engineering, natural language understanding, emotion sensing and expression, and AI applications—remains the centre of attention for the company. **TRI**