



# KOREA·ISRAEL INDUSTRIAL R&D FOUNDATION

## Robotics Webinar – Entity Information

- Entity Full Name:

SK Telecom Co., Ltd

- Website:

www.sktelecom.com

- Sector/Segment:

AI & Companion service robot

- Presenter full name:

Eun-Dong Hwang

- Presenter title:

Team Leader of NUGU Albert business unit/AI service Division

- Presenter e-mail:

edhwang@SK.com

- Entity short description (up to 100 Words)

SK telecom is no.1 telecommunication company in Korea which has 31m subscribers including 4.6m 5G users. Company is consisted of AI(Artificial Intelligence) service division and other 4 biz divisions such as MNO(Mobile Network Operator), Media, Security and Commerce. We launched the world's first 5G service in 2018.

AI service division developed and introduced “NUGU(which means Anyone)” the nation’s first AI speaker , and has “T map” a navigation service with more than 10 million MAUs(monthly active users). Furthermore, NUGU has developed to various service music, radio, alarm and AI robot named “Albert” (from Albert Einstein).



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- **Technology description (up to 150 Words)**

Developed by SK Telecom, the coding robot Albert has been commercialized to third-generation models since its launch in 2012, and is a highly recognized product in kindergartens and elementary schools that have sold more than 40,000 units(cumulative).

Third gen. Albert is an AI coding robot that combines AI speaker into a coding robot for the first time in Korea, and is equipped with OID (Optical ID) sensors and implements various coding card input and navigation functions, enabling fun contents such as board games.

In addition, Albert is sold as B2B and B2C combining various learning materials and content.

*\*If possible, kindly attach pictures or links to videos that demonstrate the technology.*

- **Type of collaboration your entity is looking for (up to 150 words)**

We would like to cooperate with competitive and differentiated service robot companies in various fields.

Also, I would like to exchange and cooperate with a company that has the capability to sell robots worldwide.

*\*Kindly explain the type of collaboration (Joint R&D, PoC, etc.) and the technological requirements for this collaboration*

**\*Kindly attached your Entity logo in a separate file.**