

Company: CYBERDYNE Inc.
 Name of Representative: Yoshiyuki Sankai, President and CEO
 Code: 7779 (Mothers Section of the Tokyo Stock Exchange)
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CYBERDYNE’s first television ad will go on air

An advertisement of CYBERDYNE Inc. [Tsukuba, Ibaraki, CEO: Yoshiyuki Sankai (the “Company”)] will go on air today for the first time in the Company’s history. The advertisement that will be broadcasted in Kanto region, will present how the technology could help its users at home. The Company also prepared advertisements that are only available on the website.

Excerpts from the advertisement

		
World’s first revolutionary technology	HAL being used at home	HAL Monitor
		
Online Support	Key phrase “Delivering the joy of moving freely”	Company tagline

Outline of the television advertisement

Start date: February 5 (Fri) 2021

Regions covered: Kanto area (Ibaraki, Tochigi, Gunma, Chiba, Tokyo, Kanagawa)

Title: CYBERDYNE Neuro HALFIT at Home “Delivering the joy of moving freely” (15 Sec/30 Sec)

Outline of advertisement on website

Start date: February 5 (Fri) 2021

Title: CYBERDYNE WEB CM “Cyberdyne: Pioneer the future with Cybernics” (95 Sec)

CYBERDYNE HAL at Home CM “Day to day for the next step” (95 Sec)

For the Advertisement clip please visit the following link: https://store.cyberdyne.jp/user_data/cmlp

■About Neuro HALFIT at Home

Neuro HALFIT at Home is a new program that enables individuals to induce improvement of the brain, nerve, and musculoskeletal functions by utilizing the world’s first Wearable Cyborg HAL^(*1*2) on daily basis. Even for people who have difficulty standing, sitting, walking, or moving their arms on their own due to a decline in physical function from aging, diseases or injuries, etc., HAL supports the intended motion of the wearer. Neuro HALFIT at Home is served as a full online support service connected with the cloud.

*1 Registration Number 4178186; Wearable action assist device, and method and program for controlling wearable action-assist device Inventor:
Yosiyuki Sankai

*2 Medical HAL is not used for “Neuro HALFIT at Home”

■About CYBERDYNE

CYBERDYNE Group aims to realize “Society 5.0/5.1”, a future society of techno-peer support in which human and technology lives together and supports each other. The Group also aims to revolve the society and industry through “Cybernetics Technology” (technology that fuses the field of human, robot, and information) to handle “Human” + “Cyber/Physical Space”, creating the new industry of Cybernetics Industry. The Group’s business has a unique advantage in its ability to access and integrate information within the human body (e.g. Brain-nerve and vital systems) in addition to information outside the human body (behavior, life, and environmental information) and applying them to different fields such as medicine, nursing care, production workplaces, and daily life. All of the Group’s devices and interfaces are compatible with Internet of Humans/Internet of Things (“IoH/IoT”), and through these products, information of the brain- nerve, vital, physiological, behavioral, life, and environmental systems can be integrated and connected to a supercomputer. The Group aims to realize a system where Big Data of the aforementioned information is accumulated, analyzed, and processed with AI. The Group will continue to work simultaneously on research and development, business development, and formation of business alliances to further accelerate the emergence of a Cybernetics Industry that will solve the problems facing society.