



Social robot | Photo source [Franck V. on Unsplash](#)

[Innovation](#) > [Computing & Tech](#) > [Advanced social robot uses conversational AI](#)

ADVANCED SOCIAL ROBOT USES CONVERSATIONAL AI



COMPUTING & TECH

Startup creates new social robot that is intuitive, human-like and has an AI enabled conversation engine.

At Springwise, we have published many robot innovations including flying [robot bees](#) for automated pollination and a [robot companion](#) to keep elderly people active and social. Now, [Furhat Robotics](#), a Stockholm-based startup, is launching the next generation of social robots that are intuitive and human-like to make engaging with robots more natural.

Furhat Robotics has created a market-ready robot that uses a conversational artificial intelligence engine to communicate with humans. The Furhat Robot can speak, listen, show emotion and take part in conversation. Its communication skills are also enabled by a camera that tracks who the robot is communicating with. It will then respond accordingly with head tilts and eye contact. Furthermore, what makes Furhat stand out from its competitors is the computer animated face which is expressive and customisable. It uses projection technology to put faces on moveable heads. Users can change the robots appearance, facial expressions, voice and more.

In addition, Furhat's technology has potential for creating new business and social opportunities across any industry sector. The company is currently working with 70 international brands including Honda and Disney. Samer AI Moubayed, CEO of Furhat Robotics, said: "This is the culmination of many years of dedicated research and development both internally and through working with

industry and technology partners. From its beginnings at KTH we have taken Furhat to a point where social robots are no longer a hope for the future but a reality of today”.

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Takeaway:

Furhat Robotics is leading the way in the creation of next generation robots with humanoid interfaces and AI conversation engines. What will be the next step in advancing social robots?