

## ANA HOLDINGS to Showcase Avatar Robots and Related Technology at CEATEC 2019



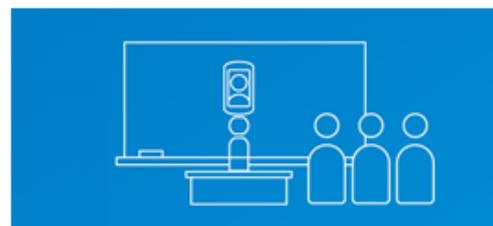
- ANA HOLDINGS will participate in CEATEC's Society 5.0 TOWN exhibition where it will showcase futuristic robot technology following the exhibits' theme of "A City in 2030."

**TOKYO, Oct. 4, 2019** – ANA HOLDINGS INC. (hereinafter "ANA HD") will attend the [Combined Exhibition of Advanced Technologies \(CEATEC\)](#) set to take place in Tokyo from Oct. 15-18 and will unveil its ground-breaking Avatar technology at the event. The expo will be the first chance for the public to see the latest innovations in [ANA AVATAR](#) robot technology firsthand as part of the Society 5.0 TOWN booth.

"ANA HD has always been committed to connecting people, not just connecting passengers to their destinations but also to connect cultures and ideas. Avatars have the potential to do this like no technology we've ever seen before," said Shinya Katanozaka, President and CEO of ANA HD. "These advanced Avatar robots are the part of ANA HD's approach to seeking solutions to develop high performing, intuitive, general-purpose Avatar technology that will be key in helping humanity connect across vast distances."

ANA HD will participate in CEATEC's "A City in 2030 – Society 5.0 TOWN" exhibition, and attendees will be able to interact with the live Avatar Robots in an organic and natural way. The ANA HD exhibit will be divided into several scenario-based themes with each demonstrating a unique way to implement Avatar technology. There will be scenarios for the use of robots in a kitchen, school, fish market, living room, laboratory and skill sharing.

The kitchen scenario will demonstrate how Avatar [robot hands](#) have mastered the fine motions necessary to prepare meals while the school scenario will employ Avatar platforms capable of communicating with participants while moving around the classroom.



The fish market scenario will demonstrate how Avatar technology will enable people to fish in Oita Prefecture, on the Southern island of Kyushu, remotely from Tokyo. In the future, ANA plans to deliver all

of the fish that are caught using this Avatar technology to the operator's home directly from Oita. This scenario is designed to highlight the ways Avatar technology makes it possible to attract remote tourism and achieve economic success even in regions with declining populations and scarce resources.



Modeled after a living room, the mobility scenario will allow participants to remotely view and shop at museums from the comfort of their homes. The Avatar technology used here aims to make it easier for the elderly and people living with disabilities to enjoy outdoor activities and experience local attractions. The interactive Avatars used in the laboratory scenario will showcase technology that will eventually enable people to perform advanced activities such as climbing stairs, selecting the most efficient walking paths and performing basic tasks.



The ability to use Avatars to collaborate and share skills will also be on display at CEATEC 2019. This unique application allows for trained professionals to perform complex tasks remotely by controlling a backpack Avatar. Not only will this make it easier for experts and trained engineers to solve issues from anywhere in the world, it will also allow them to train the next generation of professionals.

CEATEC focuses on bringing together innovative CPS/IoT technologies from a wide range of businesses and industries. The 2019 themes for CEATEC are focused on connecting society and fostering future collaborative efforts. The exhibits will promote new features from service-industry leaders in the areas of transportation, city infrastructure, disaster prevention, retail operations, medical, entertainment, education and personalized use. The exhibit will be held from Oct. 15-18 at Makuhari Messe.

ANA HD is proud to be leading the growing [Avatar movement](#) with an increasing number of partners from government, industry and academia. More information about ANA's Avatar initiative can be found at [ana-avatar.com](http://ana-avatar.com). People can register for CEATEC at [www.ceatec.com/en/application](http://www.ceatec.com/en/application).

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#### **About ANA**

Following the “Inspiration of Japan” high quality of service, ANA has been awarded the respected 5-Star rating every year since 2013 from SKYTRAX. ANA is the only Japanese airline to win this prestigious designation seven years in a row. Additionally, ANA has been recognized by *Air Transport World* as “Airline of the Year” three times in the past 10 years - 2007, 2013 and 2018, becoming one of the few airlines winning this prestigious award for multiple times.

ANA was founded in 1952 with two helicopters and has become the largest airline in Japan, as well as one of the most significant airlines in Asia, operating 82 international routes and 121 domestic routes. ANA offers a unique dual hub model which

enables passengers to travel to Tokyo and connect through the two airports in the metropolitan Tokyo, NARITA and HANEDA, to various destinations throughout Japan, and also offers same day connections between various North American, Asian and Chinese cities.

ANA has been a member of Star Alliance since 1999 and has joint venture partnerships with United Airlines, Lufthansa German Airlines, Swiss International Airlines and Austrian Airlines.

Besides the full service and award winner carrier ANA, the ANA Group has two LCCs as consolidated subsidiaries, Vanilla Air Inc. and Peach Aviation Limited. The ANA Group carried 53.8 million passengers in FY2017, has approximately 39,000 employees and a fleet of 268 aircraft. ANA is a proud launch customer and the biggest operator of the Boeing 787 Dreamliner.

For more information, please refer to the following link.

<https://www.ana.co.jp/group/en/>