



Company Profile of Kokoro Co., Ltd.



Chairman of the Board
Shintaro Tsuji



President
Atsuya Yamada



Corporate Philosophy

Our company name “Kokoro” means “sprit” or “heart” in Japanese. We started our business hoping to breathe “spirit” or “heart” into robots built by us. Our mission is to build robots which can live and coexist with us, human beings, entertaining and communicating with us.

We like to continue to move step by step toward our goal, feeling excited about unlimited possibilities enabled by drastic advances in technical innovations.

Message from the President

Now the phrase “Robot technology” has become one of symbols of Japanese culture and technology. Since our inception in 1984, we have manufactured a wide variety of robots with our whole heart. We are proud of that visibility as one of “Made in Japan” manufactures and also feel great responsibilities to meet people’s expectations in future. Having had opportunities to join in the World Exposition Aichi Japan and Shanghai China including the foreign pavilions, we receive enthusiastic responses to more expand our activities in global market.

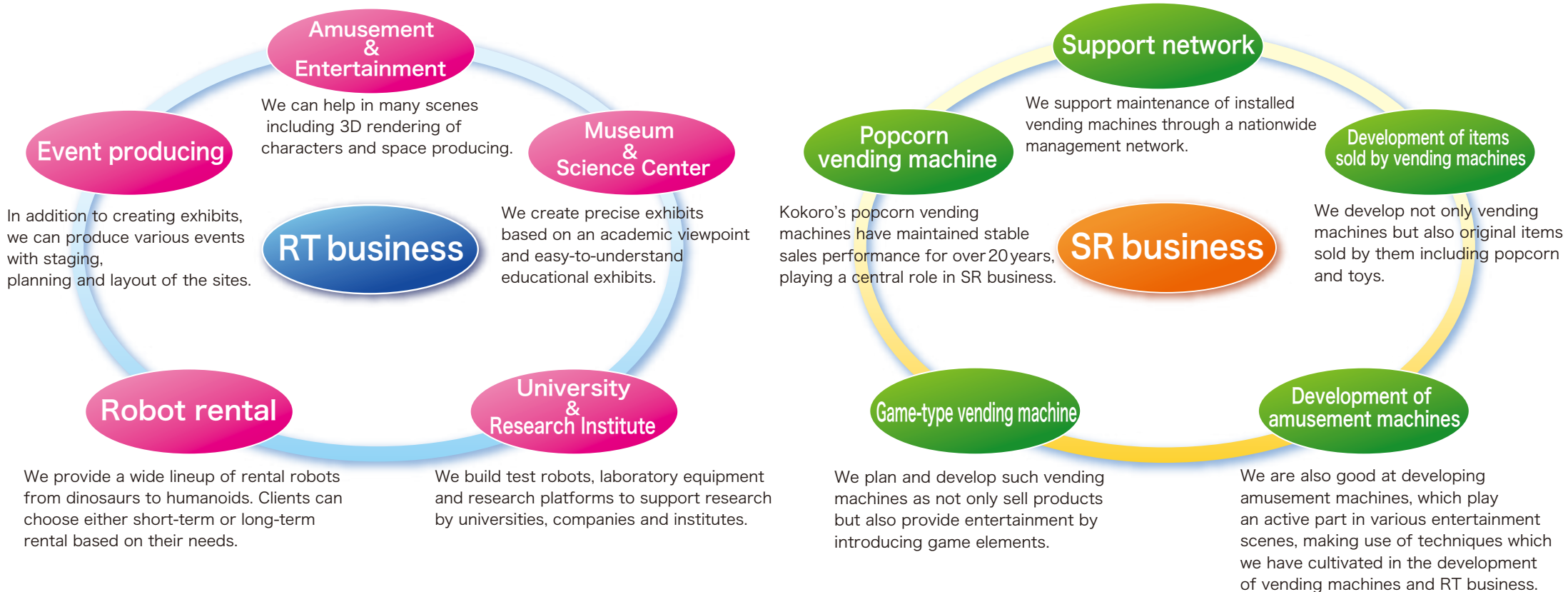
In the field of humanoid robots, we aim to create “more like human” robots as represented by Actroid in a continuous observation of humans. Thanks to receiving favorable evaluations of our development capabilities, our Actroid technologies expand to, not only entertainment field, but also the field utilization in basic technology and advanced researches for the future.

“Shop Robot” business continues to evolve “people-friendly” vending machines with full of charm of characters which provide a lot of fun with tasty popcorns to bring pleasure and healing in your life. While waiting for popcorn, the children enjoy dancing to the song and the movements of Hello Kitty and the parents watch them with smile. We will continue to help to enrich your life through our “people-friendly” vending machines which offer a feeling of relaxation.



Corporate Structure

Our business operation is based on two main kinds of business of RT (Robot Technology) and SR (Shop Robot).



RT means “Robot Technology”. Using techniques which we have cultivated in creating robots including dinosaurs and animals since our establishment, we are now developing a wide variety of products ranging from entertainment robots to research equipment.

In our SR business, we develop vending machines based on the concept of “Shop Robot” which can create entertainment throughout the whole process until customers receive the products. We develop various vending machines, not limited to popcorn vending machines, and provide various items by them.

RT Robot technology

Amusement & Entertainment

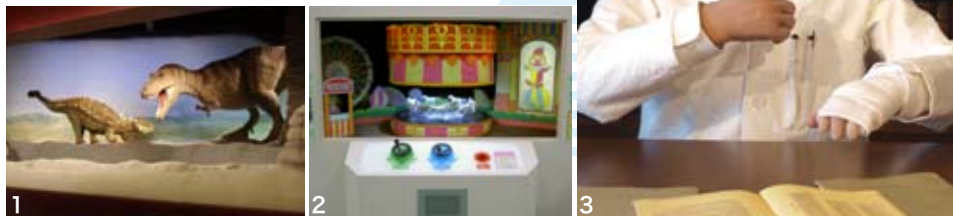
We build various items which gain attention in amusement and entertainment scenes regardless of the genre including dinosaurs, animals and 3D rendered characters. We develop the appeal of our products to the full with know-how to show off not only their external appearance but also their performance.



1. [Daikoku Paper Fortune and Lucky Charm Harimanokuni Socha] Itate Hyozu Shrine (in Hyogo Prefecture)
2. [DREAM GOAT] Edogawa Boat Race Course (in Tokyo)
3. [Sanrio Character Boat Ride] Sanrio Puroland (in Tokyo)

Museum & Science Center

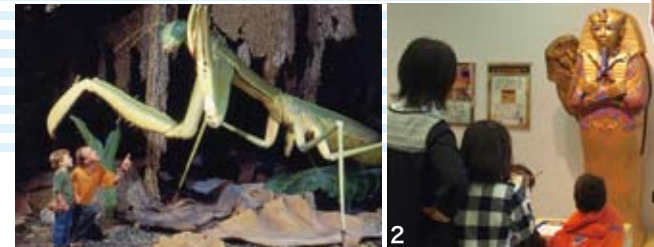
We create precise exhibits based on an academic viewpoint and easy-to-understand educational exhibits.



1. [Live theater "Dinosaurs come to life"] Kannamachi Dinosaur Center (in Gunma Prefecture)
2. [Pierrot's Scientific Amusement Park] Takasaki Youth Science Center (in Gunma Prefecture)
3. [Laboratory of Dr. Hideyo Noguchi Hideyo] Noguchi Memorial Hall (in Fukushima Prefecture)

Rental

We provide a wide variety of rental robots including dinosaurs, insects, humanoids and many others. Our high-grade and durable robots can be used in every field both for a long term and for a short term. We can also propose and produce various planning exhibitions making use of our wide lineup.



1. [Animatronics - Giant insect "Mantis"]
2. [Pyramid Science!] Asutamuland Tokushima (in Tokushima Prefecture)
3. [Actroid-DER2] Japan Day@Central Park 2008, (in USA)



University & Research Institute

The power of robot technology has made it possible to respond to various requests regarding test robots, laboratory equipment, research platforms, etc. beyond the boundary of existing "DOUKOKU" (moving sculptures), creating more and more opportunities.



1. [Geminoid HI-1] ATR Intelligent Robotics and Communication Laboratories
2. [Stuffed toy robot for psychological research "Keepon"] (National Institute of Information and Communications Technology (NICT))
3. [Biped walking android "HRP-4C"] (National Institute of Advanced Industrial Science and Technology (AIST))

RT Product support

RT Production process of a dinosaur robot

Kokoro's animatronics are all handmade, created through total producing in which all the production process is conducted in-house. The production process of "Tyrannosaurus" is introduced here as an example.



1. Proposal

Our sales person asks the client's requests and proposes suitable items and plans.



2. Design

The mechanical design becomes the bony framework of the dinosaur. It is examined in great detail so it fits the appearance design.



3. Mechanical assembly

We assemble various mechanical parts ranging from delicate precision mechanical parts to large and heavy parts.



4. External facing

Special sponge is used for the "flesh" of the dinosaur. External facing work is done in a workmanlike manner.



5. Control

We program realistic and delicate movements, breathing life into the dinosaur.



6. Quality Management

The completed dinosaur is shipped after it passes a thorough quality check.



7. Setup

The dinosaur is brought into the site separated into several parts. After assembly and finishing work is done, setup work is completed.



8. Maintenance

After setup, we provide the client with steady support including regular checks and repairs by sending our technical staff to the site.

Maintenance

We provide full after-sales care with secure maintenance for both external facing and mechanism.



Regular maintenance

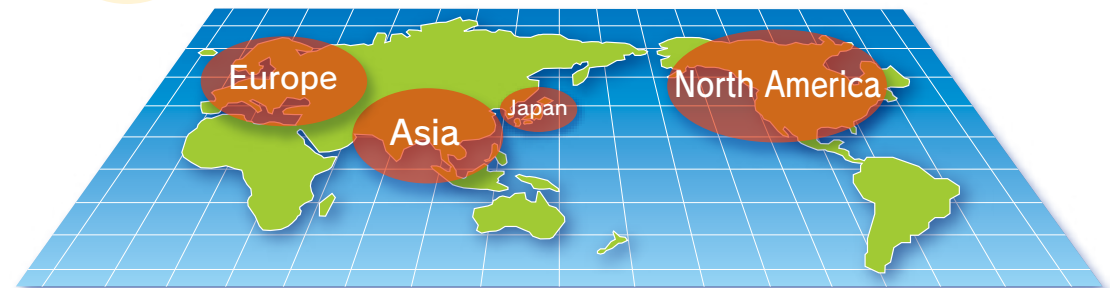
Our technical staff check the product from every side and prevent sudden failure or trouble.

On-call maintenance

We provide 24-hour support to come to the clients, both domestic and overseas, immediately in an emergency.

Overseas results

Kokoro has achieved more than 400 actual results since it was established in 1984. Kokoro's animatronics are playing a major role as the main attraction in permanent exhibitions and other events held in domestic and overseas facilities.



SR Shop robot

Our shop robots (SRs) not only sell products but also provide entertainment and friendly communication. We deploy nationwide vending machines which can create entertainment throughout the whole process until customers receive the products.



How about freshly-made popcorn?

Full of amusing gimmicks

Our popcorn vending machine is full of amusing and diverse gimmicks. For example, Hello Kitty sings a song, dummy corn pops up when a customer turns the handle mounted on the machine and so on. The appeal of SRs is that they can even change the waiting time into entertainment.



Hello Kitty Pon Pon Pack 2



Hello Kitty Pon Pon Pack 2



Hello Kitty Pon Pon Pack



Hello Kitty Pon Pon Corn

POP effect

The lovely appearance of Hello Kitty is so prominent that it catches kids' attention at shops. Our SRs not only serve as vending machines but also contribute in attracting more customers creating a POP effect.



Installation Example: Sanrio Sweets, AEONMALL Kawaguchi Carat

SR Product support

We have been developing more than 1300 popcorn vending machines for over 20 years with stable sales performance. They are long-loved by two generations of customers. They are operated safely and efficiently through a nationwide management network.



Corporate Profile

Company Name

Kokoro Company, Ltd.
(Kokoro Company, Ltd.)

Representative Directors

Chairman of the Board: Shintaro Tsuji
President: Atsuya Yamada

Date of Establishment

February 1, 1984

Paid-in Capital

¥495 million

Fiscal Year Settlement Date

March 31st

Parent Company

Sanrio Co. Ltd.

Main Financing Bank

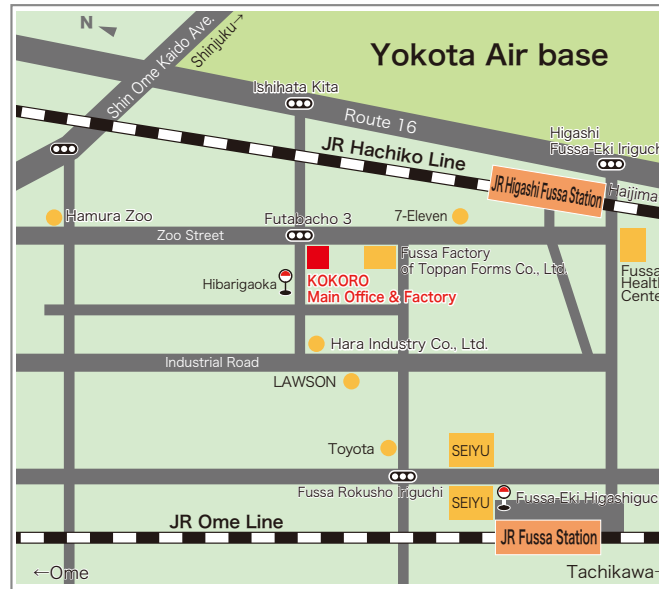
The Bank of Tokyo-Mitsubishi UFJ, Ltd. (Gotanda Branch)

Employee Number

50 (as of June, 2011)

Purposes of Incorporation

1. Development, planning and design, production, sales and leasing/rental of robots.
2. Development, planning and design, production, sales and leasing/rental of computer control and application machines.
3. Development, planning and design, production, sales and leasing/renal of automated machinery and equipment.
4. Design, production, sales and leasing/rental of Doukoku (Animobile animated robotic products).
5. Interior and display design and decoration.
6. Planning, drafting, production and sales of advertising and publicity articles.
7. Publishing.
8. Development, planning and design, production and sales of toys and games.
9. Development, planning and design, production and sales of handicraft goods such as miniature robots.
10. Development, planning and design, production, sales and leasing/rental of audio-visuals.
11. Development, planning and design, production, sales and leasing/rentals of welfare and medical equipment and instruments, such as nursing robots.
12. Planning, manufacture and sales of confectionery products.
13. Sales and purchase of second-hand articles.
14. All operations related to each item described above.

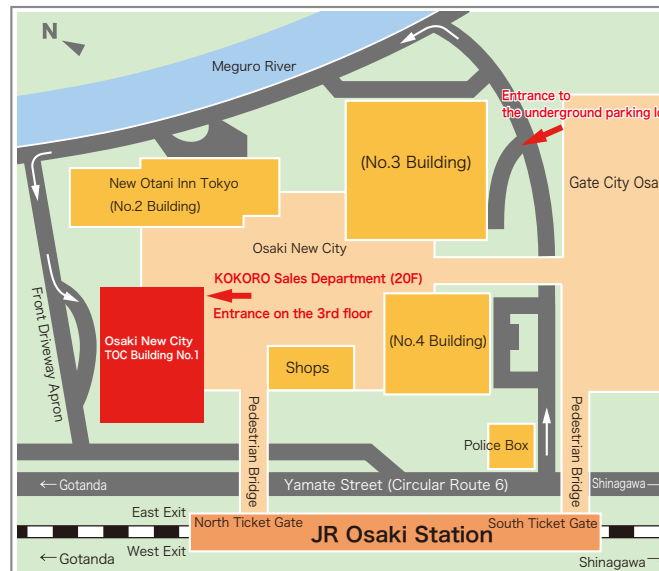


Main Office and Factory RT Sales Department

4-9-1, Shinmeidai, Hamura-shi,
Tokyo 205-8556, JAPAN

TEL: +81 42-530-3911
FAX: +81 42-530-5310

Take Tachikawa Bus bound for "Hakonegasaki" or "Mizuho Danchi" from the East Exit of Fussa Station, JR Ome Line. Get off the bus at "Hibarigaoka". (It takes approx. 10 minutes.) After getting off the bus, walk for one minute in the traveling direction and you will see our main office on your right.



SR Sales Department

20F Osaki New City TOC Building
No.1, 1-6-1, Osaki, Shinagawa-ku, Tokyo
141-8603, JAPAN

TEL: +81 3-3779-8506
FAX: +81 3-3779-8426

1 minute walk from Osaki Station
(JR Yamanote Line/JR Saikyo
Line/JR Shonan Shinjuku Line/Rinkai Line
(Tokyo Waterfront Area Rapid Transit)).
After passing through the North Ticket Gate,
go right to the East Exit.