

# ROBORUS



**INTELLIGENT  
CUSTOMER SERVICE  
FOR THE MODERN  
WORLD**

[www.roborus.ai](http://www.roborus.ai)

Roborus is a robotics company that is integrating AI with customer service in cafes, fast-food restaurants and shops.

We have developed robots and kiosks that use voice and facial recognition technology to identify returning customers. We use proprietary machine learning software to learn user ordering patterns and habits.

This information is used to personalize customer greetings, remember past orders and automatically include special requirements such as “hold the pickles.” Ordering becomes faster, with regular re-orders only requiring the tap of a single button. In fact, our smart ordering robots can be even better than ‘the real thing,’ thanks to their perfect memories. They don’t only keep tabs on the regulars, they remember all the customers.



## POCA

THE HOSPITALITY ROBOT

Poca is a personable robot designed for taking customer orders in the service sector. Its human-centric “face” makes interactions more comfortable. The facial recognition technology links up with Poca’s AI and emotional intelligence software to better understand each customer’s needs and tailor interactions appropriately. (Poca won’t act overly chipper unless she knows you’re in a good mood. She knows better!)



## SOS KIOSKS

THE SMART ORDERING SOLUTION

Our SOS kiosks may look like competing kiosks on the market, but they’re much more fully-featured. In fact, they contain all of the same technology employed by our Poca module, save for the cute face and smile. SOS modules excel at allowing customers to order quickly and efficiently, without “wasting time” in conversation. As such, they excel at processing large lines of people in busy locations.

# FEATURES

Both our Poca modules and our SOS interactive kiosks offer the same great features:



## FACIAL RECOGNITION TECHNOLOGY

It “knows” your returning customers, matching faces to names. This makes it possible for customers to maintain “accounts” without needing to do anything to set it up or maintain it.



## INTELLIGENT ORDERING INTERFACE

Customers can place orders with ease. The system remembers a customer’s regular orders and makes it a single action to reorder the same thing on subsequent visits.



## ARTIFICIAL INTELLIGENCE

Assists in predicting customers’ needs, and keeps track of transaction databases.



## STORE MANAGEMENT ASSISTANCE

IoT integration controls the lights and appliances, and facial recognition keeps track of your employees when they’re on the clock.

# LOCATIONS

Primarily made for the franchise service industry, Poca and SOS will help customers in a variety of locations:

### CAFÉS

Perhaps the best location for a Poca module, where customers expect friendly service, and often order the same thing every visit.

### FAST FOOD RESTAURANTS

Ideal SOS module locations, where customers order off a limited menu, but expect speedy and efficient service.

### SUPERMARKETS

Currently, few people take advantage of self-checkout kiosks. Future SOS modules will make this process more enjoyable.

### HOSPITAL RECEPTION

Let nurses focus on patient care, and Poca manage the appointments.

### INFORMATION DESKS

Poca modules can handle most customer inquiries by displaying custom maps guiding them to their destinations.

# OUR ACHIEVEMENTS

Roborus is growing quickly as a global company. Here's what we've been up to:

## 2016

Received a Top 10 Startup Award from the Korean Startup Forum.

## 2017

Received patents for store management deep learning using image processing and AI enabled.

## 2018

Accepted into Boomtown Accelerator's inaugural batch at The Farm, Comcast NBCUniversal.

From the 2nd half of May 2018, Poca is now serving customers in cafes across South Korea. The cafes are operated by L-Group, Korea's top food corporation.

## CONNECT WITH US



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