

# MATSUKO-ROID

The world's first android TV star & android-hosted entertainment program

## BACKGROUND

Matsuko Deluxe is a famous Japanese TV celebrity known for his unique appearance, humor, and quick wit. His management team contacted us, asking us to come up with a unique promotion that would further increase his popularity and at the same time create new business opportunities.

## IDEA

### Creating an android of Matsuko Deluxe

Matsuko Deluxe has a very commanding presence. But what if there were 2 of them?

Our idea was to surprise the world with an android of Matsuko Deluxe.

With help from Professor Hiroshi Ishiguro, a world-renowned authority on android technology, we created an android that looked exactly like Matsuko.

Using state-of-the-art artificial skin technology, countless artificial muscles, and 3D scanning, we created a truly lifelike representation.

We then broadcasted the world's first TV show to be hosted by an android on Japan's No.1 network, Nippon Television.

## RESULTS

We created unparalleled entertainment featuring a dialogue between a celebrity and his own android.

In addition, his android can take his place when he is too busy to travel for on-location shoots, creating more business opportunities.

Furthermore, broadcasting the scene where he is faced with his android revealed new possibilities for the future of android technology in enabling one to see themselves objectively.

This project not only increased Matsuko's popularity, but it also helped to raise awareness for android technology.

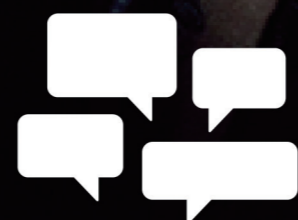
**Cutting-edge technology helped raise a celebrity's popularity, generating x2 business opportunities and appearance requests.**

### MATSUKO DELUXE

A famous Japanese celebrity known for his unique appearance, humor, and quick wit.



Over **10,000,000** viewers watched our TV program



Over **100,000** tweets about MATSUKO-ROID



Over **\$2,000,000** in media value



Ranked the **No.1** most likeable celebrity



Both Matsuko and the android were bombarded with **appearance requests**



The program became a **weekly** staple

### MATSUKO-ROID

Created with help from Prof. Hiroshi Ishiguro, a world-renowned authority on android technology.

Prof. Hiroshi Ishiguro



#### ■ Making the android



#### ■ TV program

