

## Honda ASIMO meets Ars Electronica

(Linz, August 4, 2010) Honda's leading-edge humanoid robot ASIMO will make its public debut in Austria at this year's Ars Electronica Festival. September 2-8 in Linz, festivalgoers will have the opportunity to experience an impressive demonstration of ASIMO's extraordinary capabilities at Deep Space in the Ars Electronica Center.

### Ars Electronica Festival 2010

The 2010 Ars Electronica Festival is intensely focusing on humankind's current ecological, economic and political crises. This set won't feature oldies nostalgically recalling how great things used to be; the name of this tune is getting down to work on a better tomorrow. From September 2<sup>nd</sup> to 11<sup>th</sup>, the world's premier media arts festival will be seeking ways out of our predicaments by spotlighting pioneers in art and science who are already busy developing an alternative future. Once again, Ars Electronica will serve as a workshop for new ideas and possibilities to take action, as a proving ground for the viability of futuristic visions and utopias. And who would be a more appropriate star performer at this conclave than ASIMO?

### ASIMO's First Public Appearance in Austria

ASIMO's guest shot at Ars Electronica will be the Honda humanoid robot's first public appearance in Austria. A program developed especially for the Ars Electronica Center by Honda engineers and the Ars Electronica Futurelab staff will provide ASIMO with plenty of opportunities to show off its wide array of state-of-the-art skills.

### Advanced Step in Innovative Mobility

Honda's ASIMO (Advanced Step in Innovative Mobility) is considered the world's most advanced ambulatory robot. To enable ASIMO to walk, Honda engineers studied the complexly coordinated movements of human beings. ASIMO's size and design were calculated to enable it to optimally interact in a human environment.

### Long-term Research Project

Honda's long-term effort to develop humanoid robots goes back more than 20 years. It's based on the company's commitment to responding to unique technical and technological challenges in the field of mobility. In 1986, Honda developed the first robot capable of walking on two legs. The trailblazing program that subsequently grew out of this was inspired by Honda's commitment to innovation and the development of ground-breaking products. The company's aim is to provide support for human activities and endeavors today and on down the road.

---

Press releases & print-ready photos / ASIMO: [www.hondanews.eu](http://www.hondanews.eu)  
2010 Ars Electronica Festival: [www.aec.at/repair](http://www.aec.at/repair)

With queries, please contact

Christopher Ruckerbauer  
Tel: +43.732.7272-38  
[christopher.ruckerbauer@aec.at](mailto:christopher.ruckerbauer@aec.at)  
[www.aec.at/press](http://www.aec.at/press)