

PRESS RELEASE

Paris, November 28, 2017



keecker



A family of four is gathered in a bright, modern living room. A man and a woman are seated on a light-colored sofa, smiling and looking towards a large television. A young boy is sitting on the sofa behind them, and a young girl is lying on the floor in front of the sofa, watching the TV. The television displays a colorful scene from the animated movie 'Zootopia'. The room features a large window with blinds, a framed abstract painting, a floor lamp, and a low console table with books and decorative objects. A small white robot with black stripes is on the floor near the girl.

Keecker revolutionizes
the home multimedia experience

A creator of emotions and a reassuring lookout



AN INNOVATIVE & DISRUPTIVE PROJECTION AND DIFFUSION MODE

No limits for Keecker in terms of projection: series, movies, video games, holiday memories, and music playlists. For the video, the robot contains an intelligent high-definition projector that offers an autofocus and auto-keystone of its image automatically and on all kinds of surfaces. With a setback of only 1.5 meters, Keecker is able to project a film on a diagonal of 2 meters.

With its LED of 1000 lumens adjustable to 90°, Keecker **transforms any wall, ceiling or door into a screen.** From the bathroom to the living room to the bedroom, the whole family lives the experience of a home cinema.

For music lovers, the robot integrates a 4.1 sound system. The 4 speakers and the subwoofer have been optimized by a **unique technology for optimal sound propagation.** This is an immersive acoustic experience that transports the family into the magic of multimedia.

A GREAT COMMUNICATOR

Keecker allows us to stay connected with our loved ones with video calls and the possibility to control him remotely and see what is happening in your home. From the office or even to the other end of the world, we can easily communicate with our children, wife, or even our cat.

From an individual to a group, from small to large format: live the Keecker experience.

Equipped with a 360-megapixel camera at the top, Keecker offers a wide-angle vision. There is no possible fear of recording by accident as a red LED lights up when the camera is active. A second 5-megapixel front camera and 2 microphones complete the capture of images and conversations.

A DIGITAL GUARDIAN ANGEL

Intelligent robot, Keecker integrates several sensors (gyroscope, compass, accelerometer, infrared). **It informs in real time about the environment of the house and ensures the well being of the family:** humidity level, temperature level, level of brightness.

A video surveillance tool with cameras: no blind spots and cameras in all rooms anymore, Keecker allows the user to take care of the security of his home **and see every corner of each room by traveling easily anywhere in his home.**

A luxurious and autonomous cocoon

ORGANIC TECHNO DESIGN

Keecker is an elegant object that finds its place in all interiors, all rooms, from home to workspaces. Weighing only 18.74lbs, its compact design makes it easy to move from one room to another without constraint.

DISCREET BUT ALWAYS PRESENT

With reduced dimensions (15.28 x 14.88 x 15.63 inches), the robot knows how to remain discreet. It responds instantly to every user need. In case of inactivity, it is automatically switched to standby mode.

AUTONOMY IN PERPETUAL LEARNING

Among Keecker's numerous assets, its autonomy is remarkable. A Lithium-Ion battery guarantees 6 hours of intensive activity (projection, music and movement) and 3 to 7 days of moderate activity.

Thanks to its sensors, the robot maps the different parts of the house so that it can circulate freely and **returns autonomously to its charging station when needed**. Thanks to its artificial intelligence, Keecker constantly integrates and adapts itself to changes in its environment (moving and new furniture, etc.)



Control Keecker by
voice command too.





Simple and wireless pilotage

SMARTPHONE & VOICE COMMAND

In order to circulate, transmit and connect, Keecker is controlled by voice or from any smartphone. Via an application compatible with Android and iOS, its setting is simple. After having paired the robot with a smartphone, the robot is able to discover its environment to map it and gain autonomy. Keecker is then operational. **Simply say “Hey Keecker” and he will obey to the simple sound of your voice;** “go to the room”, “launch Netflix”, “project to ceiling”, etc.

REINVENT YOUR INTERIOR

No more cables to shoot, hide, move... no more screen that conditions the layout of your living space. Keecker replaces the screens and connects to different terminals **using Wi-Fi or Bluetooth** by supporting the 4.1 version of remote connectivity. It is therefore possible to connect Keecker to any other device: speakers, wireless headsets, joysticks (up to 4 simultaneously), keyboards, mouse, connected objects and other Bluetooth accessories.

A stylish and evolving robot



SIMPLE, INTUITIVE AND REVOLUTIONARY

Single entry point for multimedia, Keecker concentrates all the means of broadcasting of diverse contents. Through its Android TVTM operating system, the robot becomes the multimedia hub of the house with ease.

There is no need to be an expert or technician to set up applications; just settle and let the magic operate. It has never been so easy to diffuse, interact, and share music, movies, videos, photos, etc.

A true creator of atmosphere, Keecker adapts itself to the moods of the family, whether you want a fireplace while listening to your favorite music, let your children dream with a giant aquarium in their room or a gentle awakening on a tropical beach, Keecker is here to welcome the unimaginable.

TECH ENTHUSIASTS AS PARTNERS`

In reply to high expectations from a demanding clientele, **Keecker integrates high-end solutions** and has partnered with leading technology partners. With Qualcomm, the robot integrates a Qualcomm® Snapdragon™ 820 Quad Core for an unbeatable connectivity, speed, and power.

Keecker has also partnered with Texas Instrument and its DLP (Digital Light Processing) technology, which brings a remarkable definition to projected images and videos.

In addition, Google is also involved, offering the possibility to access to all apps and content from Google Play, Chromecast and Google Assistant. Keecker can also be used as a Chromecast receiver in order to stream multimedia content from our smartphone.

AN OPEN PLATFORM

Based on the operating system of Android TVTM version 7 (Nougat), the robot allows **the installation of apps available on Google Play**, offering a catalogue of millions of programs. There are many possibilities: subscription to a VoD service or a music streaming platform, applications, online games, and so on.

The company offers to developers a **development kit (SDK)**, which gives access to technical elements of the Keecker robot in order to facilitate new developments. Programmers are thus free to create, imagine applications and gateways around the many features of the connected assistant.



“Simplify
technology,
welcome the
unimaginable.”

Pierre Lebeau, Founder of Keecker

Three questions to Pierre Lebeau, CEO and Founder of Keecker

WHAT IS THE STORY BEHIND KEECKER?

Keecker's idea grew out of an anecdote and frustration. By designing the interior of an apartment, we noticed some difficulties to know where to watch TV and listen to music. By analyzing the market, there was no solution that met our needs, which was mobile and discreet. So I imagined a robot able to project videos, listen to music, establish communications.

*The objective was **to simplify the experience of technologies** by integrating notions of versatility, intelligence, and nomadism.*

The commercial launch of Keecker is the fruit of a five-year process with many technical challenges: battery for video projection, vibrations for the sound system, automatic learning of the robot for mobility.

WHAT ARE KEECKER'S STRENGTHS?

It concentrates a set of high-end technologies for multimedia, communication and security. The video projection offers an excellent quality by being adjustable, which allows it to be carried on any support and in any place. It is supported by an extremely powerful and powerful sound system.

Another asset, Keecker is an autonomous robot. By mapping the different rooms of the house and analyzing several parameters via artificial intelligence, it moves in perfect autonomy within the house. In addition, it only joins its charging station when it is at the end of its battery.

The integration of the Android ecosystem and the provision of an SDK to developers open a field of possibilities. It is possible to download any app on Google Play and then to project or listen to its content. Programmers will have access to certain technical elements of the robot and will thus be able to create or enrich applications, for example to make them move, to change the orientation of the projector, to understand the environment around the robot and more.

WHO IS KEECKER AIMED AT?

Tech enthusiast and pioneers are the most interested in Keecker. Since the robot is not a personal but collective object, families will be sensitive to an object federating several functionalities for the needs of each one within the house. Finally, thanks to its nomadic capacities and video projection, Keecker naturally finds its place in a professional environment in search of optimization of communication and video conference solutions.

Hello



Technical sheet

MAIN CHARACTERISTICS

- 15.28 inch high
- 14.88 inch wide
- 15.63 inch long
- A weight of 18.74 lbs
- OS : Android TV™ 7 – Nougat
- Processor : Qualcomm® Snapdragon™ 820, 2,2 GHz, Quad Core
- RAM : 3 GB
- Storage : 32 GB or 160 GB
- Connectivity : WiFi ac/b/g/n, Bluetooth 2.0 and 4.1 (BLE), Chromecast, Spotify Connect
- Sensors and microphones : Humidity, Ambient Light Detection, Compass, Gyroscope, Accelerometer, Infrared, GPS and 2 microphones to optimize your voice interactions
- Battery life : Lithium-ion 12Ah 300Wh
- Autonomy : 6 hours autonomy in full use (with projection, sound and movement)
3 days of non-stop music (with sound and projection), 7 days of surveillance in patrol mode (without sound, without projection, depending on the size of your home)

- Supported by : iOS 10 and up, Android 5 and up. Web application for all PC, Mac, Windows Phone and other browsers.

- Developers : SDK available on Keecker website

PROJECTION

- HD resolution Full Led at 720p - Full HD and 4K compatible
- Format : 16:10
- Projector: 90° orientable LED projector on any surface
- 20 000 hours of projection
- Contrast Ratio of 6000 : 1
- Autofocus and auto-keystone
- Sound level: <25 dB

AUDIO

- 4x10 watts full range speakers
- 1x50 watts subwoofer
- Up to 117 decibels

CAMERAS

- Top camera: 13 Mp Sony camera with a 360° fisheye lens for panoramic vision
- Frontal : 1 camera 5 Mp
- A 3D depth camera to map your house, avoid and go around obstacles, hole detect or movements

DOCKING STATION

- 4.2 inch high
- 7.60 inch wide
- 4.53 inch long
- Weight of 1.65 lbs
- Source : AC 100v - 240v

Practical information

Keecker is available on www.keecker.com, at \$1,790 for the 32G standard version and \$ 1,990 for the 160G premium version, and will be available soon in some retail stores in New York and San Francisco.

About Keecker

Created in 2012 by Pierre Lebeau (ex Google), Keecker is a French startup. After a crowdfunding campaign, several CES and fundraisers (including an investment of €4.5 million from the Hardware Club, accompanied by SEB alliance and Aplus finance in June 2017), Keecker develops an eponymous product, a connected robot dedicated to the sharing of the multimedia experience at home, with ease.

Keecker is a voice-enabled multimedia robot that evolves autonomously in its environment to offer a new dimension of entertainment sharing. Keecker counts Xavier Neil (Ilias) and Jacques-Antoine Granjon (venteprivee.com) as historical shareholders and is the laureate of Réseau Entreprendre. The team integrates talents from Google, Parrot, Withings; passionate people who want to change the world!

MORE INFORMATION

www.keecker.com

@keecker - #hellokeecker

Press contact: press@keecker.com

NUMBER 29 COMMUNICATIONS

Karen Navarre - karen@thenumber29.com

