



ORIX Rentec to Launch First-Ever Rental Service for Corporate Customers for Sony's "aibo" Entertainment Robot

TOKYO, Japan - November 17, 2020 - ORIX Rentec Corporation ("ORIX Rentec") today announced that it will launch a rental service aimed at corporate customers for the aibo entertainment robot produced by Sony Corporation (hereafter "Sony").

The rental service packages the aibo entertainment robot, the "aibo AI Basic Plan" cloud service^{*1}, and the "aibo Support Care" manufacturer maintenance service^{*2} together as a set. The rental period is fixed at 36 months, with a monthly rental fee of 10,150 yen, excluding consumption tax. This will be the first-ever aibo rental service targeted at corporate customers.

The aibo entertainment robot was designed to elicit empathy from humans, and so inspire affection and the joys of nurturing. aibo incorporates various sensing technologies refined by Sony over many years. External data gathered using an array of cameras, microphones, and other sensors embedded in every part of aibo's body is stored in the cloud, where it is processed using artificial intelligence. Aibo is therefore able to develop intelligently and individually.



Sony's aibo entertainment robot

In recent years, the progress of ICT and other information-based technologies has increased the importance of information literacy. In order to cultivate in students the ability to think about programming, the Ministry of Education, Culture, Sports, Science and Technology (MEXT) is strengthening programming education at elementary, junior high, and high schools^{*3}. Aibo is an entertainment robot with many of the attributes of a family pet, and is capable of playing an intimate role in the life of the family. In November 2019, Sony made the aibo software API available free of charge^{*4}, enabling users to easily program the way aibo moves. For this reason, in combination with the launch of ORIX Rentec's aibo rental service, aibo can now be freely used for studying programming at educational institutes such as schools and cram schools.

Through a rich and varied rental service line-up that includes electronic measuring devices, ICT devices, drones, and next-generation robots, ORIX Rentec caters to its customers' needs by providing "the necessary equipment for the necessary period of time."

Going forward, ORIX Rentec will continue to contribute to the popularization of technology by promoting the use of next-generation robots, and so work to resolve wide-ranging issues faced by society.


^{*1} Aibo AI Basic Plan is a cloud service required for aibo to learn and develop. Using a Wi-Fi or mobile connection service, users can upload and save information—including data and photos—from aibo to the cloud, and use the app to communicate with aibo.

^{*2} Aibo Support Care is a service that provides discounts on repair costs in the event of malfunctions or other issues.

^{*3} According to the "National Curriculum Standards (2017–2018 Revision)," issued by MEXT. Programming will be incorporated into the national curriculum at elementary schools from FY2020, and at junior high schools from FY2021; at high schools, programming will gradually be incorporated into the national curriculum for pupils entering high schools from FY2022.

^{*4} Sony made the "aibo Developer Program" for developers, and "aibo Visual Programming" for beginners—which enables easy programming through the use of drag and drop—available free of charge. The free software programs provide opportunities to teach programming to a wide variety of users, including companies, educational institutions from elementary schools to universities, and cram schools.

■ Overview of the aibo rental service

Product name	aibo entertainment robot	
Model number	ERS-1000	
Manufacturer	Sony Corporation	
Product images		
Movable parts (degrees of freedom)	Head: 3 joints; Mouth: 1 joint; Neck: 1 joint; Waist: 1 joint; Front paws: 3 joints each; Rear paws: 3 joints each; Ears: 1 joint each; Tail: 2 joints (A total of 22 joints)	
Dimensions	Approx. 180 x 293 x 305 mm (width x height x depth while standing, excluding protruding parts)	
Mass	Approx. 2.2 kg	
Power consumption	Approx. 14 W	
Battery life	Approx. 2 hours	
Supplied accessories	Charging station (charging stand and charging mat); AC adapter; power cord; pink ball; SIM card	
Rental period	36 months	
Monthly rental fee (excluding consumption tax)	10,150 yen	
Maintenance		
	Inquiries	Sony Marketing Inc.
	Repair costs	Half-price, with no limits on frequency of use

Overview of Sony Marketing Inc.

Sony Marketing Inc. was established in 1997 to oversee marketing and sales strategies for Sony's consumer electronics products. It operates online stores for electronics products, as well as Sony Stores—direct retail outlets for showcasing and selling Sony products. Sony Marketing directly operates five Sony Stores in Japan—in Ginza, Sapporo, Nagoya, Osaka, and Fukuoka Tenjin—where customers can experience aibo and other Sony products.

Sony Marketing Website: <https://www.sony.jp/CorporateCruise/SMOJ-info/>

Aibo website: <http://aibo.sony.jp/>

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About ORIX:

ORIX Corporation (TSE: 8591; NYSE: IX) is a financial services group which provides innovative products and services to its customers by constantly pursuing new businesses.

Established in 1964, from its start in the leasing business, ORIX has advanced into neighboring fields and at present has expanded into lending, investment, life insurance, banking, asset management, automobile related, real estate and environment and energy related businesses. Since entering Hong Kong in 1971, ORIX has spread its businesses globally by establishing locations in 37 countries and regions across the world.

Going forward, ORIX intends to utilize its strengths and expertise, which generate new value, to establish an independent ORIX business model that continues to evolve perpetually. In this way, ORIX will engage in business activities that instill vitality in its companies and workforce, and thereby contribute to society. For more details, please visit our website: <https://www.orix.co.jp/grp/en/>

(As of March 31, 2020)

Caution Concerning Forward Looking Statements:

These documents May contain forward-looking statements about expected future events and financial results that involve risks and uncertainties. Such statements are based on our current expectations and are subject to uncertainties and risks that could cause actual results that differ materially from those described in the forward-looking statements. Factors that could cause such a difference include, but are not limited to, those described under "Risk Factors" in the Company's annual report on Form 20-F filed with the United States Securities and Exchange Commission and under "(4) Risk Factors" of the "1. Summary of Consolidated Financial Results" of the "Consolidated Financial Results April 1, 2019 – March 31, 2020."