

HONDA'S ASIMO HUMANOID ROBOT IS ON HIS WAY



Following rave reviews on his European debut in Barcelona, the world's most advanced humanoid robot, Honda's ASIMO, arrives in Melbourne in mid-October to kick off a nine-week show tour around Australia.

Honda's ASIMO, whose name stands for Advanced Step in Innovative Mobility, is set to astonish the Australian public with his 'Alive & Unplugged' tour which will demonstrate his life-like ability to run, walk, dance, talk, recognise people, hold hands, carry objects and even play soccer.

ASIMO is the result of nearly 21 years of research and development by Honda which, although better known for cars and motorcycles, currently has engineering teams in Japan, Thailand, Europe and the US dedicated to this extraordinary robot's ongoing development as he continues to become more humanlike with each new technological advancement.

The premiere of ASIMO's Alive & Unplugged Australian Tour will take place in a special marquee at Chadstone Shopping Centre, Melbourne, on Wednesday 17 October 2007, followed by five days of shows with free admission. Also featuring radio host Simon Miller and some of Australia's hottest DJs, the 25 minute show will amaze everyone with ASIMO's humanlike movements and cheeky personality.

ASIMO and his entourage of Honda technicians and robotic experts will then hit the road in their spectacular tour bus to perform at central locations in Bendigo, Adelaide, Newcastle, Sydney and Brisbane. The 130 cm robot will also visit hospitals and schools to thrill the kids with his advanced mobility and intelligence capabilities.

Audiences around the world have been mesmerised by ASIMO's amazing show, which helps to give humans of all ages a very real look into the not-too-distant future when humanoid robots like ASIMO will help them in their homes.

Below are ASIMO's Alive & Unplugged Australian Tour dates. Show times and venue details can be found at www.asimo.com.au. There are up to five shows each day and entry is free to the public.

<u>DATE</u>	<u>CITY</u>	<u>VENUE</u>
17 th -21 st October 2007	Melbourne	Chadstone Shopping Centre
25 th -28 th October 2007	Bendigo, VIC	Bull Street
2 nd -4 th November 2007	Adelaide	Rymill Park
16 th -17 th November 2007	Newcastle, NSW	Camp Shortland
22 nd -25 th November 2007	Sydney	Darling Harbour, Palm Grove
30 th Nov -2 nd December 2007	Sydney	Parramatta, Prince Alfred Park
6 ^t – 9 th December 2007	Brisbane	Southbank, Russell St Green

**For further media information and interviews, please contact:
Michelle Ryan, Entwistle Public Relations (02) 9332 2055 or 0402 059 258; michelle@entwistle.com.au**