

Development of OrionStar and Its Market Strategies (pre-order)

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Abstracts

Hanson Robotics unveiled its newly developed humanoid robot Sophia in 2016, which is capable of having fluent conversations with humans and making realistic facial expressions. There have been several similar robots served in the Taiwanese service industry over the years. Although the technology of humanoid robots seems to evolve, the use of humanoid robots at the reception has not been widely adopted by front-line providers. This report looks into OrionStar's development strategies to analyze the company's expansion tactics in the receptionist robot market and examines its opportunities and challenges in this arena.

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