

Aldebaran becomes SoftBank Robotics

SoftBank Robotics Holdings Corp. today announced the change of the “Aldebaran” brand name to “SoftBank Robotics” in view of increased global brand awareness and business scale in the future.

On changing the brand name, Aldebaran Robotics has been renamed to SoftBank Robotics Europe. As part of the effort to build one large company group, to unify different entities and to better collaborate with existing and future international clients and partners, related subsidiaries have been renamed as the follows:

Before May 19	After May 19
Aldebaran (France)	SoftBank Robotics Europe
Aldebaran (U.S.)	SoftBank Robotics America
Aldebaran (China)	SoftBank Robotics China Trading

The SoftBank Robotics brand name regroups teams based in Paris, Boston, Shanghai, Tokyo, and a new regional headquarter in the U.S., based in San Francisco, California.

About SoftBank Robotics Holdings

Headquartered in Tokyo, SoftBank Robotics Holding Corp. is the SoftBank Group's intermediate holding company responsible for its robotics businesses. SoftBank Robotics Holdings Corp. has offices in Japan, France, U.S., and China. Guided by the SoftBank Group's corporate philosophy, “Information revolution - happiness for everyone,” companies under the SoftBank Robotics Holdings umbrella develop humanoid robots and are dedicated to continued research in the field of robotics and related products and services.