

ESTsoft to create and demonstrate interactive AI human modeled after Japanese actor Makoto Nonomura... Commercialization in the Japanese senior care market by 2025

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- Participating in a demonstration experiment to solve the problem of staffing for elderly social care and nursing facilities in Japan
- The project involves 10 companies, with ESTsoft in charge of creating the AI human
- ESTsoft CEO Sangwon Chung expects to achieve significant results in the Japanese senior care market, which is six times larger than Korea's

ESTsoft (CEO Sangwon Chung), an AI service company, announced on June 27 that it has created "AI Makoto," an interactive AI human modeled after Japanese actor Makoto Nonomura, and will begin a senior care demonstration experiment using it.

A total of 10 companies specializing in nursing care, education, content, and other fields, including ESTsoft, Spiral.AI, an LLM application service company that signed a business agreement with the company to target the Japanese senior care market, and Stardust Promotion, the management company of Nonomura Makoto, will participate in the AI Makoto production and demonstration experiment. The AI technology support will be provided by ESTsoft and Spiral.AI.

The project aims to solve the problem of securing staff for nursing care and nursing facilities for the elderly in Japan's aging society by introducing AI humans, which will help improve the cognitive function of the elderly and increase their satisfaction with related services.

Makoto Nonomura, a star Japanese actor who appears in various broadcast programs and is familiar to the elderly, was selected as the model for the demonstration experiment. This is in the same vein as ESTsoft, which utilized the IP of Korean singer Tae Jin Ah for its senior care business using AI humans in Korea.

The demonstration experiment will focus on the use of AI humans in nursing facilities for senior care, with the goal of commercialization in 2025. ESTsoft will be responsible for creating the AI human, which is the core of the demonstration. ESTsoft is currently completing the initial model of AI Makoto and preparing for the additional work required to bring it to the field.

Gye-Poong Byun, Managing Director of ESTsoft's AI Business Unit, said, "We are very interested in the expanded AI human business model that has proven its effectiveness in the domestic senior care market, and we plan to actively collaborate with them to commercialize it in Japan."

AI Makoto will be advanced into an interactive AI human optimized for one-on-one conversations and group recreation. It will also be equipped with a variety of features to provide services specialized for senior care, such as adapting the speed of conversation to the elderly and displaying conversations in subtitles as well as voice.

Japanese actor Makoto Nonomura said, "I'm happy to be able to greet the grandparents and grandparents who support me on the air with an AI human. Please think of AI Makoto as a son who has many stories to tell," said Makoto Nonomura. "I hope that this project will help develop the senior care industry," he said of his participation in the creation of the AI human.

Sangwon Chung, CEO of ESTsoft, said, "This demonstration experiment will help us to enter the Japanese senior care market, which is about six times larger than the Korean market." "We will continue to aggressively target overseas markets by utilizing the global network we have been strengthening," he added.

Meanwhile, ESTsoft has secured the IP of singer Tae Jin Ah to provide AI human services to the Korean senior care market. Earlier this year, it opened 36 smart senior centers with AI humans with the city of Gimhae.