

## **ESTsoft demonstrates effectiveness of AI human senior care services... Study finds increased physical, psychological, and social satisfaction**

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- Yonsei University Lifetime Sports Lab and ESTsoft demonstrate improvement in quality of life for seniors through AI human services
- Conducted a study with 40 participants in 10 smart senior centers that adopted ESTsoft's AI human
- Participants perceived AI humans as a technology benefit, satisfied, and even recommended them
- Gye-Poong Byun, Managing Director of ESTsoft, expects advanced AI humans to play a role in bridging the burden and care gap in senior welfare services

ESTsoft (CEO Sangwon Chung), an AI service company, announced on July 8 that a study was published that demonstrated the effectiveness of its AI human senior care service in improving the quality of life of the elderly.

The paper, titled "Exploring the Acceptance Process of AI Human Senior Care Health Content by the Elderly," was published in The Korean Journal of Physical Education, Volume 63, Issue 3, which is listed in the Korea Citation Index (KCI).

The study was conducted by the Yonsei University Lifetime Sports Lab using ESTsoft's AI human senior care service. The two sides signed an industry-academia cooperation agreement in November last year to strengthen and expand senior care services based on AI humans.

The purpose of the study was to explore the effectiveness of the senior healthcare program using AI humans based on the theory of diffusion of innovations, which is known to be effective in explaining user experience with new technologies.

The study was conducted through in-depth interviews with 40 participants at 10 smart senior centers opened by ESTsoft and Gimhae City in January this year using AI humans, and explored the process of experiencing and accepting AI human services over six weeks in three stages: introduction, adaptation, and acceptance.

The study found that participants perceived the technology as a benefit during the introductory phase, and during the adaptation phase, they were positive about the convenience, accessibility, and variety of the service. In particular, most participants

recognized the AI humans as real people, and even after learning that they were virtual humans, they still found them interesting.

In the acceptance phase, participants experienced physical, psychological, and social satisfaction. They experienced improvements in physical condition and athletic performance through various exercise contents such as 'hand and foot massage' and 'upper and lower body stretching' created by AI humans. In addition, they relieved stress and enjoyed leisure time with other members through group programs such as 'singing class', which relieved social isolation and gave them a sense of belonging.

These positive experiences were found to lead to recommendation activities that they wanted to share with other members and people outside the community. The paper concluded that the elderly experienced satisfaction in various aspects during the process of experiencing and accepting the AI human senior care service, and suggested that the process and outcome of acceptance will play an important role in leading to successful aging.

"While AI human senior care content has similar effects to traditional leisure, it is differentiated in terms of convenience and efficiency," said Heo Jin-moo, professor of Sport Industry Studies at Yonsei University. "It is time for further research and investigation to advance AI-based senior care platforms, which are still in the entry-level stage."

"We are pleased that ESTsoft's AI human senior care service has been academically recognized as leading to meaningful results in the care of the elderly in real life," said Gye-Poong Byun, Managing Director of ESTsoft's AI Business Unit. "We expect AI human services to contribute to alleviating the burden of elderly welfare services and care gaps that communities are struggling with."