

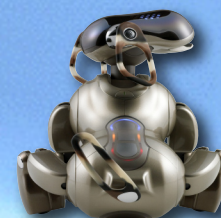
SONY



ERS-7MB

Entertainment Robot AIBO®

MAN'S BEST FRIEND!



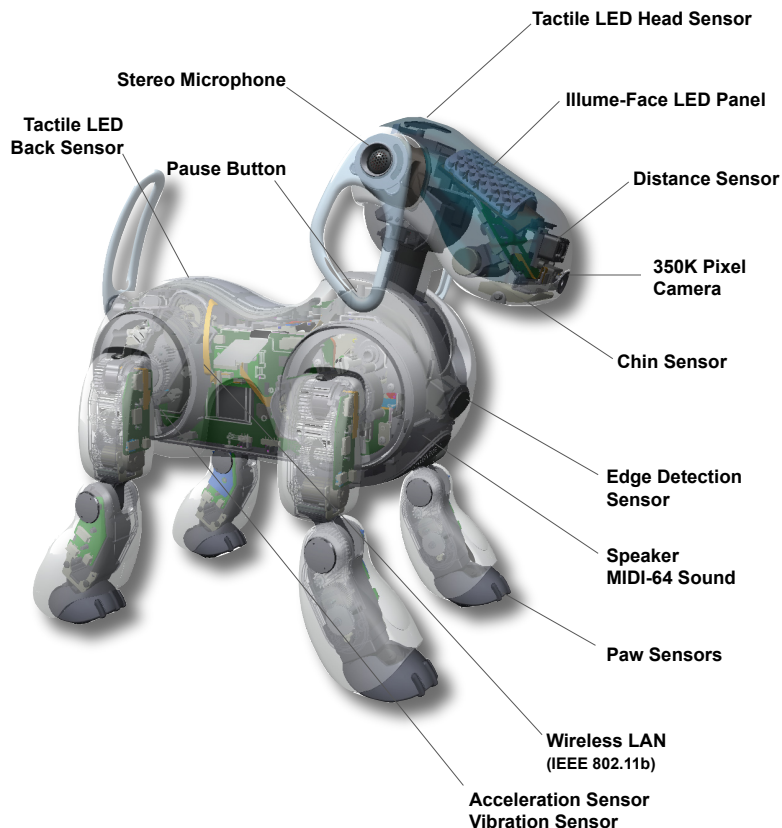
**Sit - Fetch - Take Photos
Self-charge - Good Dog!**

www.aibo.com

The next evolution of man's best friend.

Introducing the elegantly designed and intelligently minded Sony AIBO® ERS-7. The only robotic companion featuring true artificial intelligence, AIBO ERS-7M3 interacts with you in a multitude of ways—communicating happiness, surprise and many other emotions through its beautiful LED Illume-Face™, motorized movements and MIDI-64 chord tones. AIBO ERS-7M3 can function autonomously, understands 100+ words and phrases, learns to recognize your face and voice and responds to your touch via new tactile sensors on its back, head and chin. Evolution has never been so much fun.

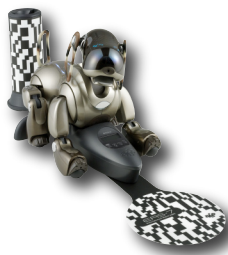
This is what fun is made of:



To Purchase contact us at: www.aibo.com
and select USA

AIBO Entertainment Robot Adoption Line
(24 hours a day, 7 days a week) 1.888.917.7669

Please e-mail customer service questions to:
aibosupport@info.sel.sony.com



ERS-7M3

Entertainment Robot AIBO

AIBO Entertainment Player Ver. 2.0 and AIBO MIND 3 Software for ERS-7/ FACT SHEET

AIBO Entertainment Player Ver. 2.0 (AEP* - Software for Your PC) Features:

- View what AIBO sees, feels and recognizes
- Remotely control AIBO and stream music through AIBO from your PC
- Record Videos, Pictures and Sound while you are away
- Net News – Reads websites (RSS) to owner on command
- Diary – Keeps pictures and notes on its daily activities; can upload entries to an external Blog site

AIBO MIND 3 Software (Memory Stick for AIBO) Features:

- AIBO Talks Back! Verbal communication with owner
- Recognizes approximately 100 English and 30 Spanish phrases
- Develops a unique personality
- Short term memory tracks location of station, walls and toys
- Increased Pet-like actions and motions adds more body language

Available colors:

- Champagne Brown AIBO – Limited edition
– uniquely camouflage-colored ears and tail
- Pearl White AIBO
- Pearl Black AIBO

Upgrade Software Kits:

- AIBO MIND 1 to AIBO MIND 3 (ERF-7AW03UG1)
- AIBO MIND 2 to AIBO MIND 3 (ERF-7AW03UG2)

AIBO ERS-7M3 comes complete with these accessories:

- **Charging station**
AIBO ERS-7 knows how to self-charge by climbing on its Energy Station
- **AC adapter (ERA-201P1)**
Easily plug AIBO's charging station into your home's electrical outlets
- **Lithium Ion battery pack (ERA-7B2)**
Lithium Ion battery pack allows for continuous play
- **15 AIBO cards**
Hold a card by AIBO ERS-7's face to give a command or change a setting
- **AIBO MIND 3 software**
Immediately interact with a mature pet or reset your pal to puppy stage
- **AIBO toys**
AIBO ERS-7 fetches its new toy, the AIBOne, and plays with its pink ball
- **WLAN Manager** CD-ROM software**
Using your PC and AIBO ERS-7's built-in wireless LAN, remotely ask your pal to take photos, send e-mails*** or perform tricks messages and songs

* Supports Microsoft Windows XP (SP1 & SP2) and Windows 2000 (SP4)

** Supports Microsoft Windows 98 SE, Windows ME, Windows 2000 and Windows XP

*** Only POP3/SMTP is supported