

Risks & Mitigation Strategies for Robot Videos

Fall 2021
Class 24



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Charlie's Conflict of Interest Statement

Dr. Kemp is both an associate professor at Georgia Tech and the chief technology officer (CTO) of Hello Robot Inc. where he works part time. **He owns equity** in Hello Robot Inc. and is an inventor of Georgia Tech intellectual property (IP) licensed by Hello Robot Inc. Consequently, **he receives royalties** through Georgia Tech for sales made by Hello Robot Inc. He also benefits from increases in the value of Hello Robot Inc.

Summary: If Hello Robot does well, Charlie does well.

A Pattern of Failure

- An exciting robot video!
- Amazing media exposure!
- High customer expectations
- A long wait
- A failure to deliver
- Dissolution of the company



Easy to make a robot video that overpromises

- Easy to fool people
 - Non-experts
 - Things that are simple for people are hard for robots
 - We all want to believe!
 - Easy to trick yourself
- Desire to impress people
 - Investors
 - The public
- Investor pressure
 - Want to see demand is there
 - Rarely understand the technology
- Forget how hard the real world is
 - Believe your own press
 - Confuse press with sales
 - Confuse investment with sales
 - We'll figure it out later!



The Dirty Secrets of Robot Videos

- How many times did the robot fail before the video was taken?
- Is the video a single take?
- Is the video sped up?
- Does the video have sound?
- How carefully controlled was the world to take the video?
- Was a human-in-the-loop?
- Are people in the video real users?
- Are people in the video what they appear to be, such as people with disabilities?
- What works and what is a prototype?
- What level of working: brief demo, short tests, long-term deployment?

One Approach

<https://forum.hello-robot.com/t/how-we-videoed-stretch-lenses-lights-editors-and-more/>