



BIT BEAT

The idea is to create a research project in which Bitmama presents Bit Beat, a robot with powerful software allowing it to learn new things every day and to have its own personal character.

The history consists of the launch and detailed presentation of all aspects of Bit Beat through an "official" site. The robot was presented "in fieri", and its creation directly involves a user by producing a continuously interactive relationship.

The quality and quantity of experiments conducted to make Bit Beat are publicly released by Bitmama, raising the question among users: is Bit Beat real?

In the end, Bitmama will answer that question by launching its message: Bit Beat is not tangible, it is not made of real bolts and microchips, but it exists. It is a metaphor for Bitmama way of life and of communicating. A human technology, a technology experienced with passion.

SCENARIO

Bit Beat is an innovative robot that receives various inputs from every member of the network. It is the living proof of Bitmama's way of being. Compared to projects from other companies (Honda, Sony), it has the advantage of highly sophisticated software that enables it to learn from new experiences and to grow on a daily basis, thus building its own character. Bit Beat is a naive genius. It is a genius because of its superior mind that is constantly developing. It is naive because it explores the world with a childlike spirit.

It is a metaphor for the way Bitmama uses technology to communicate.

SOLUTION

The android, lively and open to new experiences, is just presented through a series of videos, covering all the details of its progress, experiments that question its existence, and through the publication of an official site, *www.bitbeat.it*.

The first 5 videos were launched on the same day, 6th November, following a precise strategy. They began a viral spread through the web, generating discussions and debates on blogs and forums, allowing unconventional communication to spread in rapid, improvised, free way without following any plan. Communication that was amazing in both type and speed of expansion.

It maintained contact, created links, raised questions: does Bit Beat exist or not? The films described Bit Beat's progress through continuous testing of its knowledge and teaching it new things every day. They clearly outlined its character, its values and flaws, step by step. A history that builds curiosity and captures the attention of users invited to participate actively.

The Italian robot "contaminated" many, especially *www.corriereonline.it*. From the *Vita Digitale [Digital Life]* blog by Federico Cella. *Corriere Della Sera* "A wonder to be seen. For high-tech and science fiction aficionados, seeing Bit Beat in action after the Japanese Aibo (a dog) and Asimo and Qiro (men) has an almost touching effect. Seeing is believing".



The truth is that Bitmama succeeded in creating a fake that speaks to a new, freer way of designing and expanding upon an idea.

REPLY VALUE

Bit Beat represents Bitmama enthusiasm, courage to experiment, and desire to innovate. It is the expression of Smart Communication Design, the beating heart of Bitmama design and communication. A metaphor for a living agency, thinking and creating passionately experienced, unconventional communication.



Within the Reply SpA group, Bitmama is the company operating in the field of cross-media digital communication. Bitmama takes into consideration all aspect relating to communication and for this purpose, it employs a number of different professionals who complement each other: creative, technological, accountants, analysts.

Bitmama supports its customers in the development of projects combining different perspectives and requiring a mix of creativity, skills, inspiration and know-how and offers innovative and cutting-edge solutions at all times.

Bitmama
www.bitmama.eu