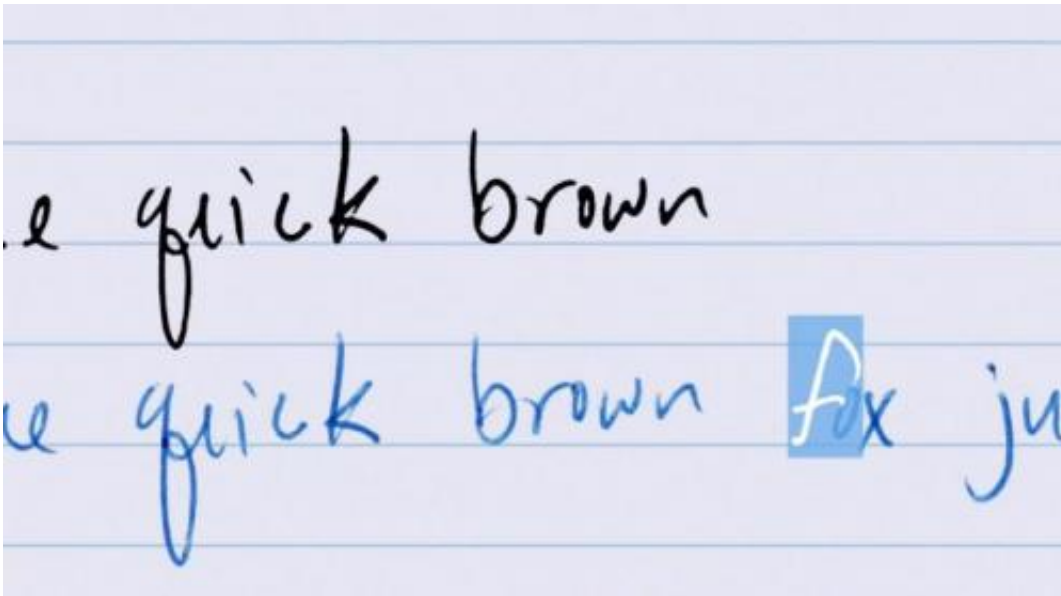


# Robot pens bond with grandpas, corporate execs

January 17 2015, by Nancy Owano

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You call this evolution? Software-driven handwritten signatures are yesterday. In 2015, we can use technology to the point where we not only turn to humans to make robots that look human but we turn to robots that write to make us look human.

"Hello, I am a highly sophisticated robot and I write letters for Bond." So goes a promotional video on a high-tech update to machines that recreate signatures on documents. Bond is a company that goes way beyond

signatures with its own end-to-end software and robotics system that can turn out [handwritten notes](#) for individuals and for [corporate customers](#). The machine can deploy a writing style out of several suggested by the company or mimic your handwriting using a fountain pen. With the marketing obsession on keeping people "engaged," Bond offers a solution that makes the whole idea of a robot helping you relay "Thank you for the [fountain pen](#)" less absurd and more plausible in business potential. Bond is ready to help newly married couples faced with hundreds of thank-you notes to wedding guests or large companies seeking to please customers, investors and partners. Aviva Rutkin in *New Scientist* said that "marketing research suggests that people are more likely to [open](#) handwritten letters. "

*The Courier-Tribune* in an article on Bond last year said Sonny Caberwal, the CEO, recalled the feeling he got from his younger days when he received [letters](#) from his grandfather. "Personal communication means a lot," he said in the telephone interview.

Bond customers can lean on the company's suggested inspirational leads ("Thank you for everything you have done for me over the years. I am so grateful to have such a wonderful parent." Or "Darling, I think you're smashing!" or for business customers, "Welcome aboard. I'm excited to have you on our team..." and "It was great meeting with you for dinner") or key in their own message.

Some of the suggested writing styles one can choose from are formal, or styles tagged as Tesla or Freud or a graffiti legend. Bond can also mimic a customer's own handwriting, and uses different pressure levels to get the handwriting just right. In the bigger picture of handwriting robots, Rutkin in *New Scientist* said that new software lets the robot mimic different characteristics of a person's [handwriting](#), such as the way people join up letters. While a person can write "thanks for driving me

to the station" in seconds, the robot can possibly win its human counterpart in working long hours and making no mistakes in thanking people who sent graduation gifts or flew in for the business meeting.

**More information:** [hellobond.com/](http://hellobond.com/)

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