

# Lightning Talk 2: Making Robot Videos

Class 23  
April 5, 2023



*Charlie Kemp*  
<https://charliekemp.com>

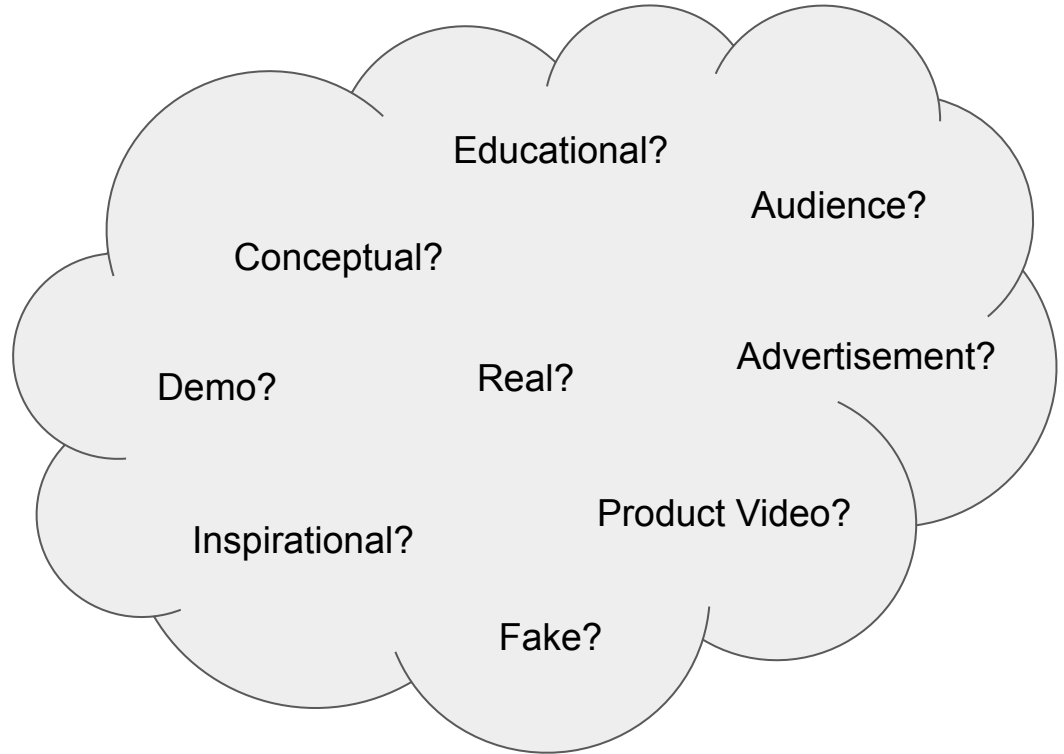
# Charlie's Conflict of Interest Statement

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.**

# Making Robot Videos is Risky

- What are your intentions?
- Make your intentions clear
- Easy to miscommunicate
- Beware of overpromising



# 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!



# Dirty Secrets of Robot Videos

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



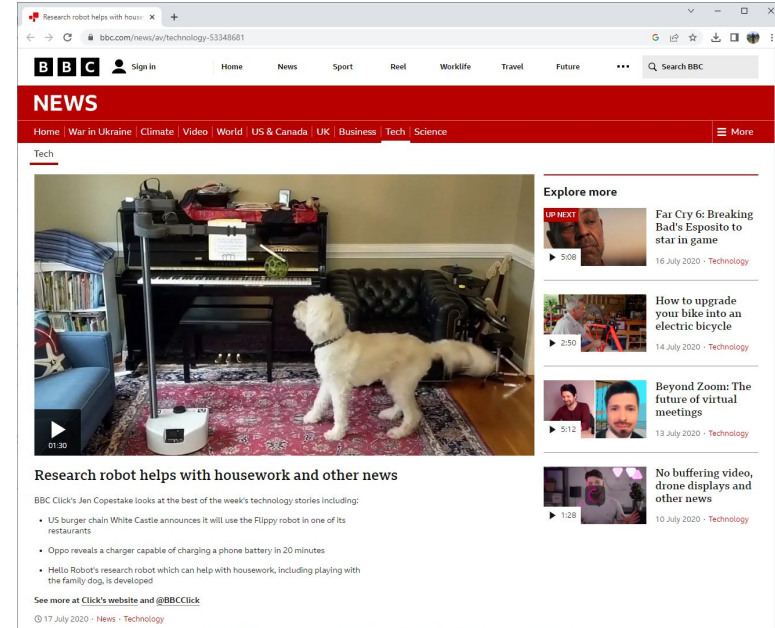
# My Personal Experience Making Robot Videos for a Product Launch

<https://forum.hello-robot.com/t/making-videos-of-stretch-lenses-lights-editors-and-more/54>

- Clearly labeled videos from the start
- Posted the code used to control the robot
- Videoed the robot performing significant tasks
- Released full uncut videos of the significant tasks

Once you post it, you'll lose control.

But, you can make the truth discoverable.



<https://www.bbc.com/news/av/technology-53348681>

**Q&A**