



COZMO NAMED #1 BEST SELLING TOY OF 2017

Anki's Robot Takes Top Honor with Its Lovable Personality and Coding Capabilities

Fast Company Recognizes Anki as One of the Top 10 Most Innovative Companies in Robotics

SAN FRANCISCO, Feb. 21, 2018 – [Anki](#), the consumer robotics and artificial intelligence (A.I.) company, celebrated a successful 2017 holiday with [Cozmo](#) earning the top spot for the best-selling toy on Amazon U.S. two years in a row, according to One Click Retail ([report](#)). The critically acclaimed robot was also the best-selling toy of 2017 on Amazon in the U.K. and France following its global debut this past September.

In addition to making waves on Amazon, Anki was recently recognized by [Fast Company](#) in their annual ranking of the World's Most Innovative Companies for 2018. Anki was named #2 in the Top 10 Most Innovative Companies in Robotics. Anki has had the honor of being featured in Fast Company's rankings for four consecutive years.

"We're grateful to all our fans for welcoming *Cozmo* into their homes and making him the top robot of the holiday," said Boris Sofman, Chief Executive Officer and co-founder, Anki. "We strive to reinvent the type of experiences people can have with machines. *Cozmo's* success is proof that robotics can be a core tool in how companies transform their products and services. As we continue to build out our core technologies, we look forward to delivering new and compelling experiences beyond entertainment to audiences worldwide."

Cozmo also received The NPD Group's U.S. Toy Industry Award* for Top Selling Toy of 2017 in the Youth Electronics supercategory, with the winners announced at New York Toy Fair on February 17. Anki's *OVERDRIVE* Starter Kit was also recognized by The NPD Group as the number one best-selling toy in the Electric & Battery Cars Sets and Accessories subclass.

Cozmo's big brain and even bigger personality are operated by sophisticated robotic and AI systems. Last summer, Anki released a free update to *Cozmo* called, Code Lab - a visual, block-based programming language. With Code Lab, *Cozmo* owners have unprecedented access to his core functionality. Simply drag and drop a few blocks and see *Cozmo* act out the owner's creation. To date, Anki continues to release monthly updates in Code Lab including featured projects that give *Cozmo* owners more games and content to interact with or remix the code to their own liking.

*Based on NPD's U.S. Retail Tracking Service, dollar sales generated from January-December 2017

Fun *Cozmo* stats for 2017:

- Code Lab Projects created since launch last summer: 460,000
- Number of faces *Cozmo* has “met”: Nearly 2 million
- Games played with *Cozmo*: More than 10 million

For more information on *Cozmo*, visit: www.anki.com.

Keep up with @Anki news & connect with us at: [Twitter.com/Anki](https://twitter.com/Anki), [Facebook.com/Anki](https://facebook.com/Anki), [YouTube.com/Anki](https://youtube.com/Anki), & [Instagram.com/Anki](https://instagram.com/Anki).

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About Anki

Anki brings objects to life through robotics and artificial intelligence, allowing people to build relationships with technology that feel a little more human. Founded in 2010 by three Carnegie Mellon Robotics Institute graduates, the robotics company creates consumer experiences using cutting-edge technology that was once confined to research labs and institutes. For more information, visit www.anki.com.

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