
SENSE
ROBOT

SENSE ROBOT: REDEFINING SMART PLAY

The World’s Leading AI-Powered Board Game Robot.



SENSE ROBOT

Who We Are

A Pioneer in Home Robotics

SenseRobot is leading the next era of domestic intelligence as the first to deliver a mass-market AI robotic arm for everyday use.

Unmatched Precision

Redefining consumer robotics with millimeter-level accuracy, 99.9% precise AI vision, and seamless hand-eye coordination.

Innovation with Purpose

Backed by 40+ patents and two decades of R&D, we are committed to human-centric AI designed to elevate and empower daily life.

SENSE ROBOT

Our Philosophy

Innovation & Companionship

We turn technology into warmth. Sense Robot is more than a chess master; it is a life companion designed to inspire learning, share joy, and connect hearts.



SENSE ROBOT

Bringing AI Chess to Every Home

Bonding Through Play: Interactive fun for all generations.

The Ultimate Chess Companion: From first move to checkmate, a journey for every skill level.





Our Journey: Milestones of Innovation

SENSE ROBOT









2022.1
SenseBobot Founded

2022.6
Chinese Chess

2023.8
Go

2024.1
Light wing Lamp
Smart Classroom

2024.9
Chess

2024.10
SenseRobot 4-in-1

2025.8
5-in-1. Zootopia Ver. in China

2025.12
Chinese Chess
Companion Edition

2026
Chess MINI









SENSE ROBOT

Global Footprint



Partnered with 54 chess federations 1,000+ academies

30+ Countries Covered

130,000+ Units Sold

Entered famous retailers

COSTCO WHOLESALE

Sam's CLUB

amazon

SENSE ROBOT

Strategic Partnership with ECU





Donating Chess Robots to ECU Member Countries



GM Antoaneta Stefanova



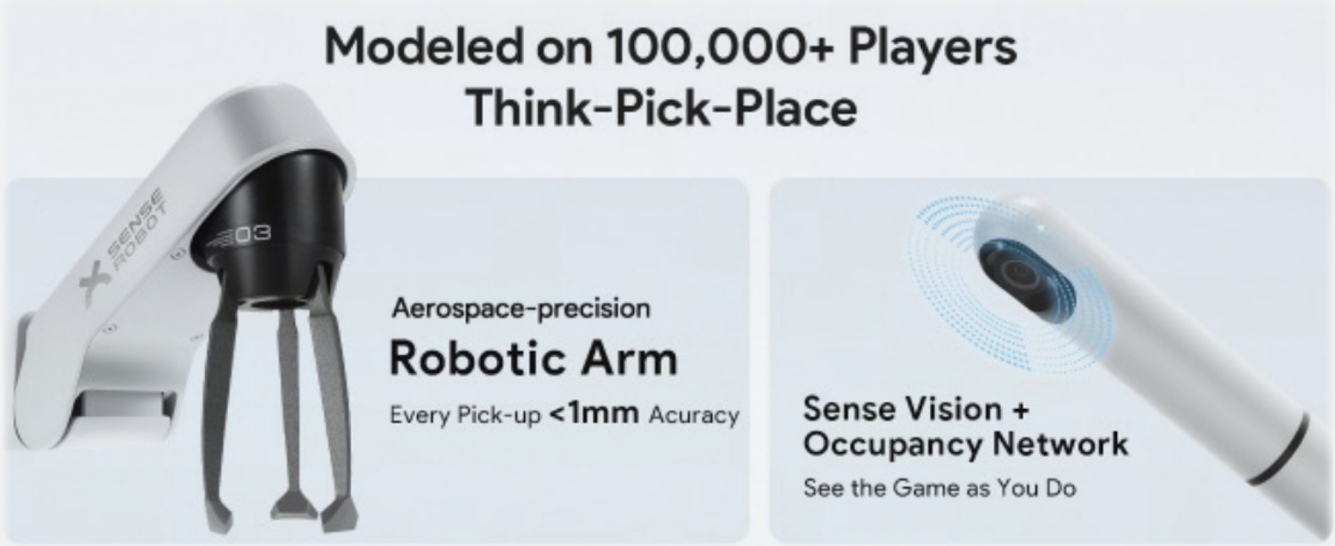
WIM Bodhana Sivanandan



Innovation & Partnership Award from ECU

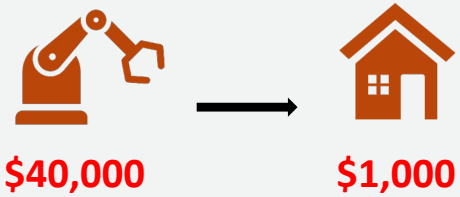
SENSE ROBOT

AI Vision Accuracy





- 99.9% AI Vision Accuracy
- Millimeter-Level Precision
- Exceptional Hand-Eye Coordination
- 1/75 Cost of Industrial Robotic Arms
- 8 Major Design Iterations



We've broken the price barrier, making industrial-grade robotics accessible to families worldwide.

SENSE ROBOT

Safety Never Compromised

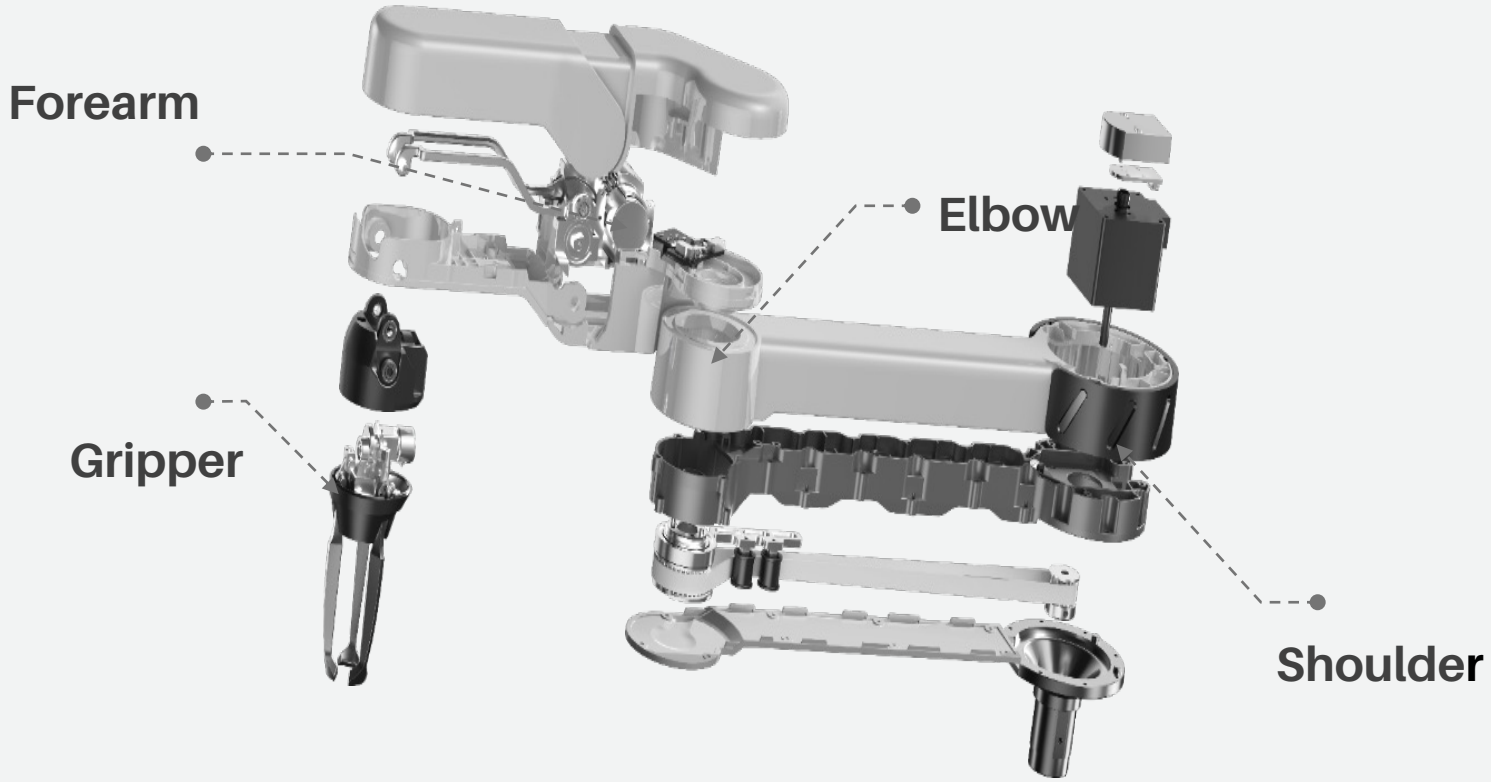


30+ Built-in Sensors

Gentle Enough for a
Quail Egg.

SENSE ROBOT

The Secret Behind the Precision: Our Proprietary AI Robotic Arm.



SENSE ROBOT

Major Innovations

3D chess piece recognition



The system can recognize 3D chess

pieces with an accuracy over 99.9% .

Hand-eye coordination



The vision algorithm's hand-eye coordination enables millimeter-level control accuracy .

Precise velocity control



The robot gripper is so safe for people that it can handle quail egg without crushing it.

Innovative design of Robotic arm and gripper



Dexterous arm with vertical precision grasping



The gripper can even pick up a fallen chess piece.

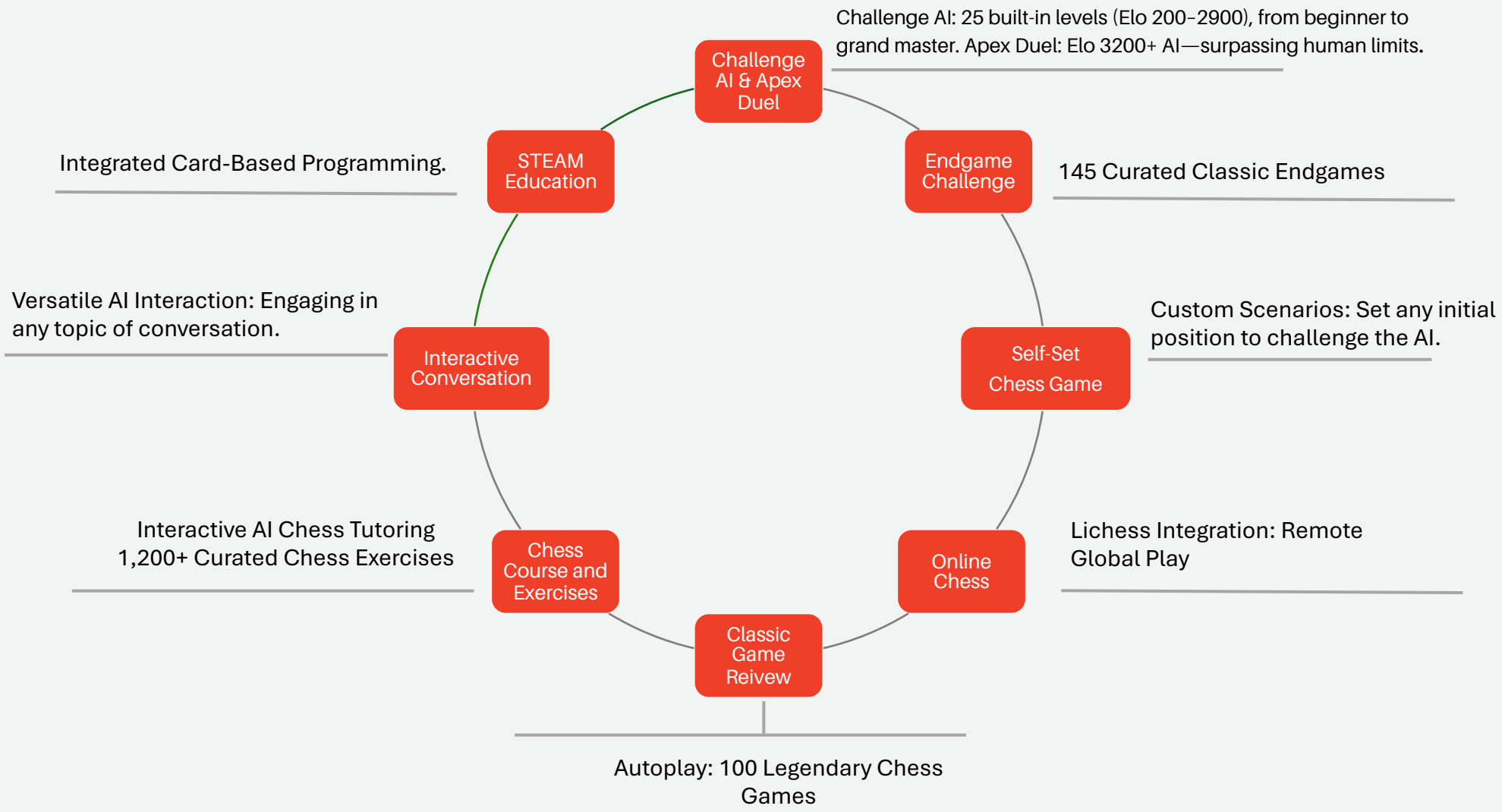


Consumer-grade robotic arm with fluid 3D grasping capabilities.

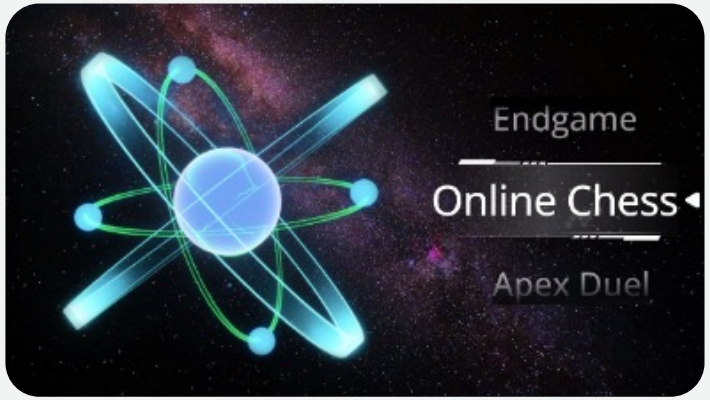
- Precision AI Vision
- Intelligent Decision Engines
- Turning Learning into Adventure

SENSE ROBOT

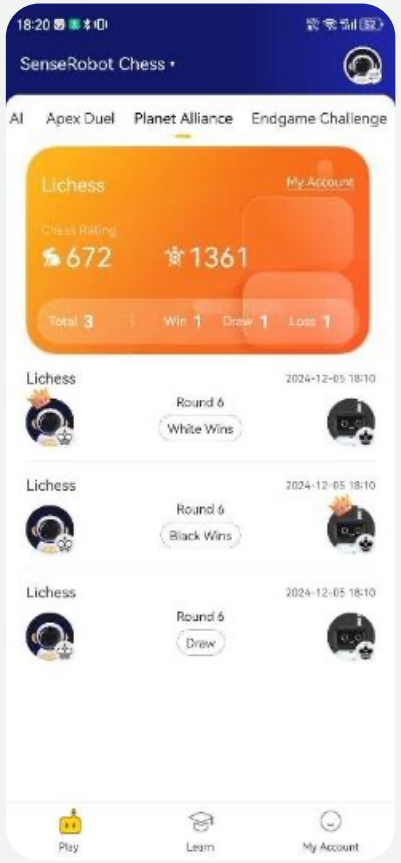
Feature Highlights



Online Play





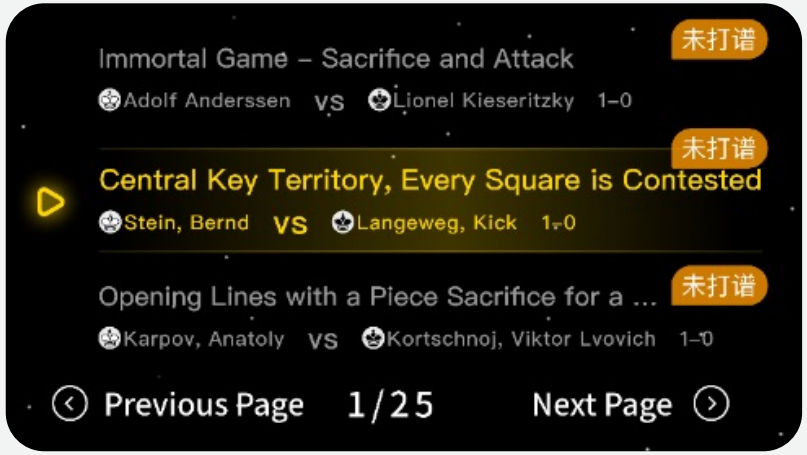


Human-to-Human Online Play

- Seamless Lichess Integration
- App Account Binding with Game Replay
- Electronic Chessboard Display Support
- Adaptive Side Switching via Board Rotation

SENSE ROBOT

Classic Game Review





100 Masterpieces for Skill Development
Comprehensive Opening Coverage:
Featuring all major classic opening systems.

Automated Gameplay: Features synchronized physical moves, screen display, and voice commentary.

Interactive Interruption: Take over the game at any point to challenge the AI from the current position.

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User-Defined Gameplay



Tailored Strategic Challenges

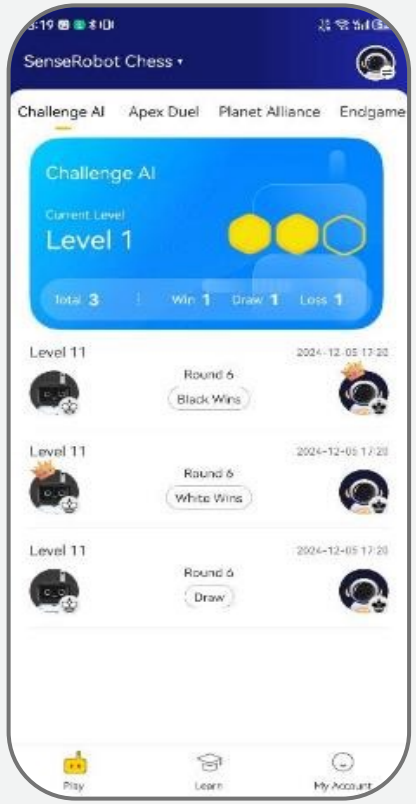
- Customize starting positions as desired.
- Adjust AI levels to match your skill.
- Analyze and study games with ease.

SENSE ROBOT

SenseRobot App







- Supports AI Analysis, Friend Challenges, and Score Tracking
- Fast Device Pairing via Network Connection
- View, Record, and Share Game Replays

SENSE ROBOT

SenseRobot AI Defeats Four-Time Women's Chess Champion





- **Highly Anticipated Match**: SenseRobot vs. Grandmaster Hou Yifan.
- **Opening Mastery**: Hou Yifan demonstrated exceptional skill from the start.
- **Strategic Depth**: SenseRobot displayed profound resilience as the game progressed.
- **Decisive Advantage**: SenseRobot gradually seized control to secure the victory.

SENSE ROBOT

Strategic Roadmap: International Growth



Selected by Professional Players



All-in-One Entertainment



Friendly for Beginners

Specs Overview

R3	R4	R6	R4
On Sale SenseRobot Chess	On Sale SenseRobot Chess Lite	Under development SenseRobot Chess Mini	Planning SenseRobot Chess Lite for Costco*
			
•English（First release） •French/German （OTA)	English（First release）	English/French/German （First release）	English
Chess	Chess Draughts (10x10)	Chess STEAM	Chess Draughts（10x10）/ Checkers (8x8)
AI: 25 levels (ELO200~2900) Apex Duel (ELO3200)	AI: 25 levels (ELO200~2900)	AI: 19 levels (ELO200~1700) Apex Duel (ELO3200)	AI: 25 levels (ELO200~2900)
Count-up mode	Count-up mode	Count-up mode & Countdown mode	Count-up mode
145 endgames in six groups	145 endgames in six groups	145 endgames in six groups	145 endgames in six groups
Introductory and Primary Courses	Introductory and Primary Courses	Introductory and Primary Courses	Introductory and Primary Courses
Chess Exercises 1200+ Lichess.org/ Chessconnect (will OTA)	Chess Exercises 1200+ Lichess.org/ Chessconnect (will OTA)	Chess Exercises 1200+ Lichess.org/ Chessconnect	Chess Exercises 1200+ Lichess.org/ Chessconnect
100 classic games	100 classic games	100 classic games	100 classic games
Self-set chess game	Self-set chess game	Self-set chess game	Self-set chess game
	Draughts: AI Bulit-in 10 levels 500 endgames in five groups Self-set game	Card programming	Draughts: AI Bulit-in 10 levels 500 endgames in five groups Self-set game Checkers: AI Bulit-in 10 levels 500 endgames in five groups Self-set game

SENSE ROBOT

SenseRobot Go

- AI Training (18K–9D) with the elite Apex Duel mode.
- Multi-Board Support: 19×19, 13×13, and 9×9 configurations.
- High-Precision Robotics & Vision: ~1 mm accuracy and 99.9% recognition.
- Smart Learning Suite: AI analysis, game replays, and voice coaching.
- Gomoku Mode: Built-in AI with multiple difficulty levels.



SENSE ROBOT

SenseRobot Chess

- Precision Robotics: 4-DOF arm, ~1 mm accuracy, safe and immersive play.
- Challenge AI: 25 levels (Elo 200–2900) with Apex Duel (Elo 3200).
- Smart Learning Suite: 1,200+ exercises, 100+ classic replays, 145 endgame modules, and voice coaching.
- Global Connectivity: Real-time matches via the Lichess platform.
- Phone-Free Family Play: Dedicated Wi-Fi connectivity for focused engagement.
- Multi-Language Support: EN, DE, FR, ZH (expandable via OTA updates).



SENSE ROBOT

SenseRobot Chess Lite (2-in-One)

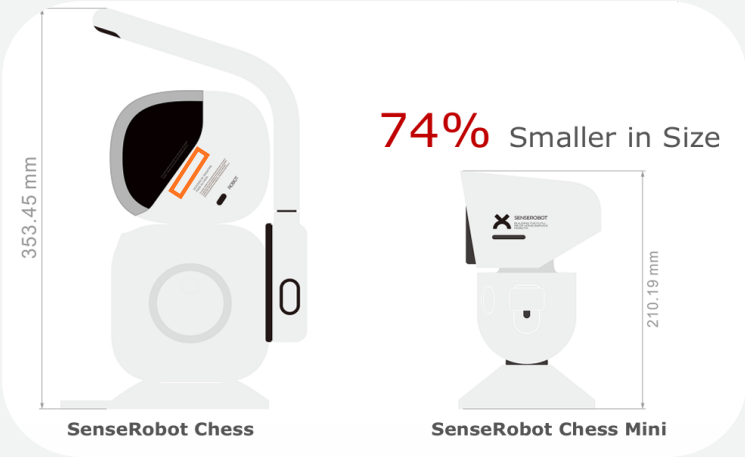
- Draughts: 10 built-in levels and 500 curated endgames.
- High-Precision Robotics & Vision: ~1 mm accuracy and 99.9% recognition.
- Challenge AI: 25 levels (Elo 200–2900) with the elite Apex Duel (Elo 3200).
- Smart Learning Suite: 1,200+ exercises, 100+ classic replays, and voice coaching.
- Multi-Language Support: EN, DE, FR, ZH (expandable via OTA updates).



SENSE ROBOT

SenseRobot Chess MINI

Portable & Innovative Especially for kids







- Chess Clock Supported
- Rapid Chess
- Conversational AI Interaction
- Elevate Kids' STEAM Skills by Card-based programming

SENSE ROBOT

Media Recognition: Featured by the BBC








07:12

Back Share Save

From chatbots to intelligent toys: How AI is booming in China

Laura Bicker

China correspondent

Reporting from Beijing

Head in hands, eight-year-old Timmy muttered to himself as he tried to beat a robot powered by artificial intelligence at a game of chess.

But this was not an AI showroom or laboratory – this robot was living on a coffee table in a Beijing apartment, along with Timmy.

The first night it came home, Timmy hugged his little robot friend before heading to bed. He doesn't


07:12

Perhaps this was what the Chinese Communist Party hoped for when it declared in 2017 that AI would be "the main driving force" of the country's progress. President Xi Jinping is now betting big on it, as a slowing Chinese economy grapples with the blow of tariffs from its biggest trading partner, the United States.

Beijing plans to invest 10tn Chinese yuan ($1.4tn; £1tn) in the next 15 years as it competes with Washington to gain the edge in advanced tech. AI funding got yet another boost at the government's annual political gathering, which is currently under way. This comes on the heels of a 60 billion yuan-AI investment fund created in January, just days after the US further tightened export controls for advanced chips and placed more Chinese firms on a trade blacklist.

But DeepSeek has shown that Chinese companies can overcome these barriers. And that's what has stunned Silicon Valley and industry experts – they did not expect China to catch up so soon.


07:12

Timmy's machine comes from the same company, SenseRobot, which offers a wide range in abilities – Chinese state media hailed an advanced version in 2022 that beat chess Grand Masters at the game.

"Parents will ask about the price, then they will ask where I am from. They expect me to come from the US or Europe. They seem surprised that I am from China," Mr Tang said, smiling. "There will always be one or two seconds of silence when I say I am from China."

His firm has sold more than 100,000 of the robots and now has a contract with a major US supermarket chain, Costco.



- Top-Tier Recognition: One of only three Chinese AI companies featured by the BBC.
- Exclusive Feature: Interviewed by BBC correspondent Laura Bicker.
- Global Broadcast: Coverage across BBC News and the BBC Today Program.

SENSE ROBOT

Media Recognition


SenseRobot fait ses premiers pas en Europe et l'emporte face à un joueur professionnel français 7e dan lors d'un tournoi européen de jeu de go


Don French Pro at European Go Game Tournament






围棋AI下棋机器人在沪发布

新华网上海6月14日电 人工智能软件公司商汤科技14日在上海推出专为学习围棋的青少年而设计的“元萝卜SenseRobot”AI下棋机器人围棋版。这也是继2022年中国象棋版发布后该公司推出的又一款AI下棋机器人。

中国围棋协会主席林建超在当日的发布会上表示：“人类世界的围棋活动，现在已经进入到了以互联网、大数据、智能化为特征的时代。”




AI-Powered Chess Fun: SenseRobot makes a Stunning Debut at CES 2025


AI-Powered Chess Fun: SenseRobot makes a Stunning Debut at CES 2025

LAS VEGAS, Jan. 8, 2025 /PRNewswire/ -- January 7–10, the highly anticipated CES 2025, the world's largest consumer electronics show, kicked off in Las Vegas, USA. On the global stage showcasing top-tier tech products, the home robotics brand SenseRobot made a spectacular debut with its range of products, including the SenseRobot Chess, SenseRobot 2-in-One, SenseRobot Go, SenseRobot 4-in-One, and the Light Wing Lumo. Among them, the "SenseRobot Chess and SenseRobot 3-in-1" made its global debut at CES 2025, wowing the audience as a representative of innovative AI products and announcing the start of the product's phase.

Entering the SenseRobot booth at CES 2025, the crowd is buzzing with excitement. Rows of miniature, cool, and tech-inspired SenseRobots are neatly displayed, attracting visitors from all over the world to stop and play.


AI-Powered Chess Fun: SenseRobot makes a Stunning Debut at CES 2025

SENSE ROBOT


AI-Powered Chess Fun: SenseRobot makes a Stunning Debut at CES 2025

SENSE ROBOT

SENSE ROBOT

Endorsed by Legendary Grandmasters

- Massive Global Exposure: Featured at premier Chess, Go, and Xiangqi events with 1M+ viewers.
- Grandmaster-Validated: Highly acclaimed by legends Hu Ronghua, Liu Dahua, Nie Weiping, and Hou Yifan.
- Global Recognition: Celebrated for elite intelligent performance and profound cultural significance.
- Cultural Innovation: Blending AI with board games to enhance gameplay and preserve heritage.



October 15, 2022 – Shanghai, China
•Match Guest: Chinese Chess World Champion Xie Jing
•Live Commentary: Xiangqi Grandmaster and Icon Hu Ronghua



July 29, 2023 | Beijing, China
Match Guest: Go World Champion Chen Yaoye
Live Commentary: Go legend Nie Weiping ("God of Go")



September 25, 2024 | Beijing, China
Match Guest: Women's World Chess Champion Hou Yifan
Live Commentary: Former World Champion and Chess Queen Xie Jun



July 29, 2024 | Toulouse, France
Match Guest: European Go Champion Benjamin Dréan-Guénaïzia
Live Commentary: Head Coach of France Go Team Fan Hui



April 12, 2025 | Rhodes, Greece
Match Guest: Women's World Chess Champion Antoaneta Stefanova
Live Commentary: ECU Vice President Alojzije Jankovic

SENSE ROBOT

Insights from Japanese Users

Highly Praised by Go Clubs Across Japan!



A Huge Hit Among Seniors!



Drawing Attention from the Professional Go Community!



【囲碁入門】AI囲碁ロボットと対局しながら強くなる方法をお伝えします

6355次观看・2个月前



【AI囲碁ロボット】プロ棋士が2人がかりでSenseRobot六段に挑戦！【中野寛也九段...

6232次观看・1个月前

A Huge Hit Among Kids!







It's wonderful to have an opponent who's always ready to play Go with you. Even if you're by yourself, you can still play whenever you want, which should help you improve significantly. While you can certainly play being able to physically place the pieces by hand makes the whole online matches, experience much more enjoyable.



I can play Go on my own whenever I have free time, and when friends come over, we can switch to Gomoku—so even if they don't know Go, they can still have fun! Unlike playing online, you actually get to hold the pieces here, which feels completely different. Ever since "センちゃん" arrived in my home, my enthusiasm for Go has only grown!



"センちゃんnot only helps guide our dojo, but also plays Go with guests and offers me guidance. It's an important Go partner for me."
— Tomoyasu Mimura, 9-dan
"Even when you're busy with other tasks, it's easy to start a game—and you can pause anytime you like. That's part of its charm. The option to match your own preferred skill level is very appealing. Once you have one, you can enjoy it for a lifetime!"
— Ryunosuke Shibano, 3-dan

SENSE ROBOT

Insights from American Users

★★★★★ **Clever, Encouraging, Professional Robot Tactician and Instructor!**

Reviewed in the United States on August 3, 2025

Style: AI Chess Robot | Verified Purchase

This robot is Amazing! It is very accurate, the voice is not too robotic, and it does encourage you along the way as you are learning. It gives you courses in chess rules and basic to more advanced tactics. Additionally, it even can simulate 100+famous professional games of chess so you can learn from the masters! I have always wanted to learn the successful tactics of chess and I have done so!! Additionally, my husband is Now interested in chess and looks forward to challenging the robot to chess games and continuing to grow in the game. When you challenge the robot, you can pick the difficulty level (Basic, Beginner, Intermediate, Advanced, Master, and Grandmaster!) There are 25 levels, and he will tailor it to your needs. It is so Neat having a chess partner to play with and being able to learn through lessons and getting to practice integrating through exercises what were learned in some of the lessons. There are also several practice courses you can go through to practice and refine your skills. I believe it is well worth the price given you are working with an intelligence to teach you and to play with you like a real chess professional/professor would. I am very thankful for him. You also can use payment options like Klarna or Affirm to purchase in payments if you would rather pay in payments then in one sum. That is what I did, and $68 a month is well worth the investment!

★★★★★ **Best thing since sliced bread.**

Reviewed in the United States on August 11, 2025

Style: AI Chess Robot | Amazon Vine Customer Review of Free Product (What's this?)



In my dad's words, with his hands raised in the air, "Best thing ever."

I am not a chess fan, but my dad is. So I got this robot mostly for him, but honestly? After seeing it in action, I will 100% be learning chess! And good thing is that the robot can teach you!

I love the design and the build quality. It's really fun to play and fun to watch. The size is nice -- it doesn't take up too much room. We have her sitting on the kitchen table so whenever my dad wants to play, he can just sit down and start up a game. I love all the functionalities that come with it, including the different levels and the fact that the robot can help you set up the chess board, so while she does that, you can go do something else. It's really impressive, and my dad is SO proud of it that he is telling everyone he knows -- even the amish! LOL!

★★★★★ **Feels Like Playing a Real Opponent**

Reviewed in the United States on July 31, 2025

Style: AI Chess Robot | Amazon Vine Customer Review of Free Product (What's this?)



This robotic chessboard has completely redefined what I thought was possible with interactive gaming and learning. From the moment I set it up, the technology blew me away. The lifelike robotic arm moves quickly and quietly, picking up and placing the pieces with incredible precision. There's even a screen that mirrors the board, which adds to the immersive feel—and the voice coaching is clear and super helpful.

★★★★★ **Impressive Chess Robot with Smart AI & Robotic Arm**

Reviewed in the United States on July 14, 2025

Style: AI Chess Robot | Amazon Vine Customer Review of Free Product (What's this?)



I've had this product for a little while now, and after taking some time to learn and figure out how it works, I have to say—this thing is amazing! It came very well packaged, and right out of the box, the build quality and futuristic design really stood out. The robotic arm is not only fun to watch, but it also adds a whole new level of immersion to the chess experience.

★★★★★ **Beyond Incredible**

Reviewed in the United States on June 22, 2025

Style: AI Chess Robot | Amazon Vine Customer Review of Free Product (What's this?)



After years since my last game of chess, this robot has brought me back. Very intuitive chess companion with very fluid movement. Accuracy of placement is amazingly spot on as you can see in the video. Situations where I misplace a piece is caught by this smart little bot. Well not entirely small, but not so big it takes up an entire table. Game play can be as fast or slow as you want and you decide what level to play at.
Menu system is easy to use with the control pad that simple to operate. Has a simple GO button you hit after you decided your move is good. The robot quickly makes her move afterwards which gives a nice speed to gameplay. The lessons provide a great walkthrough with the robot preparing the board for each lesson. As you can see in the video the robot arm is accurately grabbing the correct piece and placing it accordingly. The AI camera above the head of the robot can see the entire board and does an awesome job coordinating movements during gameplay and lessons. I have completed 10 lessons so far and 2 games. The lessons start from basic and work up to more advanced levels, which are well though out and executed by the robot. I have the option to revisit lessons or even skip around. When I cleared the board myself and placed some random pieces on the board the robot caught it. It picked up the correct pieces and placed them for the lesson, set the unused pieces to the side, and then ask me to find the pieces I hid from it. Through all the lessons and games the robot has not knocked over a single piece.

FIDE - The Year of Social Chess

In strategic dialogue with FIDE to advance global chess education through AI robotics.



Human-Machine Chess Challenge
Disabled Group







Children Group





International Community
in China





Minority Chess Activities





Chess Activities for
Young Children





SENSE ROBOT

A Lifelong Journey of Growth through Chess

Empowering Schools, Learning Centers, Families, and Enthusiasts

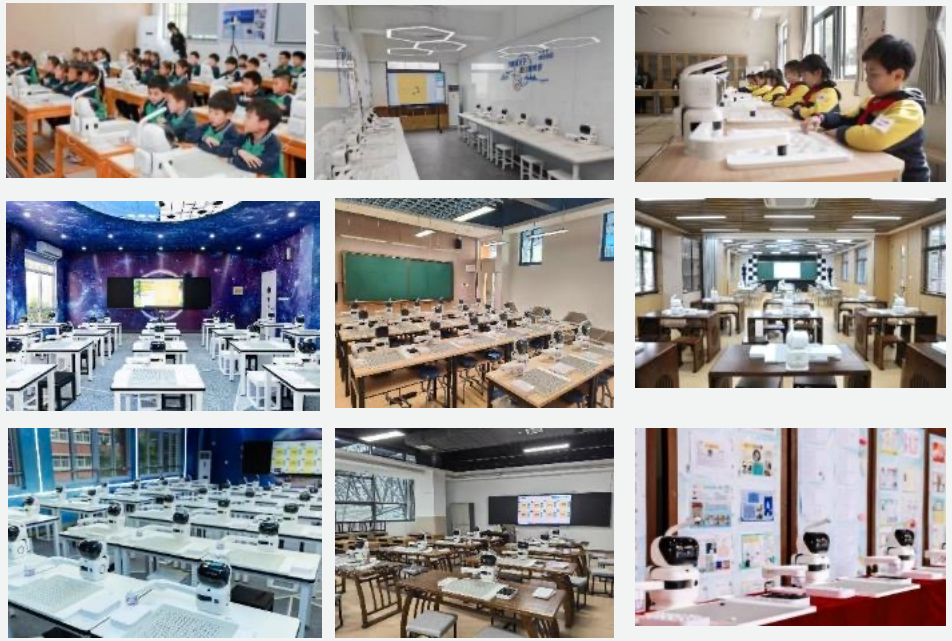
Chess Classroom

Letting Kids Learn and Enjoy Chess in School



Go/Chinese Chess Classroom

Partnering with Schools to Bring the Joy of Go to Students



SENSE ROBOT

North American Breakthrough: CES 2026



Mentions & Reach are boost enormously (From Brand24)



Attitude & Emotion:
Positive (From： Brand24)





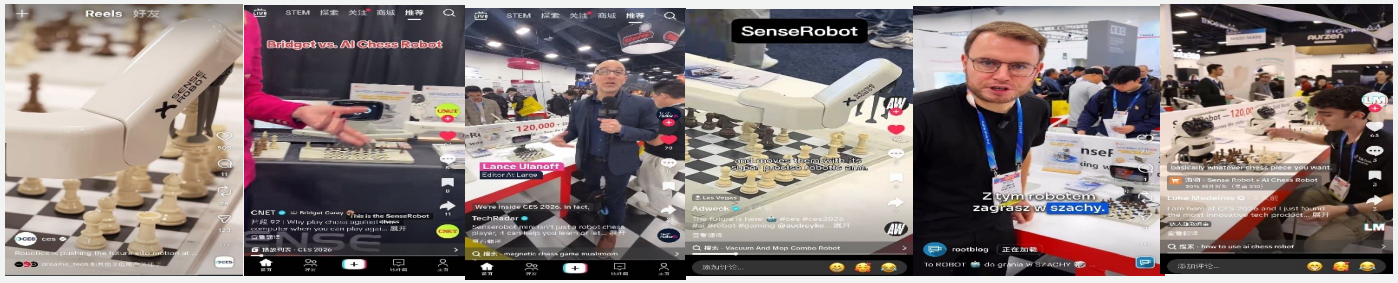
Fox News CES Special subject: Steve Noviello broadcast live to 14 TV Stations



iMpact x USA Today Global Connect @CES 2026
SenseRobot gained the awards one of Best by Medias



The exhibition booth was crowed with people every day



Influencer recommendation

- 32 Global News Reports (16 Original Features)
- 19 Tier-1 Media Mentions (Forbes, Fox TV, Heise.de)
- Top Tech Influencer Endorsements (CNET, TechRadar)
- Featured in Official CES Robotics Showcase

SENSE ROBOT

Russian-Speaking Market Breakthrough: Kazakhstan

Interviews with Kazakhstan National TV and other media, as well as audience experience the robot.



Kazakhstan national team members experience SenseRobot.



Interview and chess match experience with an influencer having 1.8 million followers on Instagram and members of the women's national team, playing against the robot.



Digital Almaty Exhibition (Jan 31–Feb 1, 2025)

- Official Debut: Premiered by special invitation from the Kazakhstan Chess Federation.
- High Media Resonance: Captured extensive coverage from news outlets and top Instagram influencers.
- Broad Appeal: Enthusiastically received by national team members and young learners alike.

SENSE ROBOT

Global Impact: Strategic Events & Cross-Regional Alliances



Showdown with European Go Champion Benjamin Dréan-Guénaïzia at the European Go Congress (EGC)



Singapore Chess Tournament



At Mobile World Congress Spain （MWC)



Qatar Open Exhibitor



Greek Schools Championship



Co-Branded Product with Taiwan's 7-Dan Go Player Joanne Missingham



Collaboration Agreement signed with the Nihon Ki-in (Japan Go Association)



HKUST International University Student Go Open



Innovation Journey: AI-Themed Exhibition at The Chinese University of Hong Kong



Hong Kong AI Forum

SENSE ROBOT



THANK YOU!

SENSE ROBOT