



PRESS RELEASE
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RobotWise launches award-winning gamified learning with robots at CES

By playing and learning with the use of actual robots, RobotWise wants to tackle skills gap at schools and labor market

[RobotWise](#), a Dutch developer of interactive, gamified lesson and training programs that use social educational robots for all levels of education, businesses and youth care facilities, today announced plans to showcase their social robots and collaborative, gamified education and business training programs at [CES 2023](#) in Las Vegas. Press will be able to get 'hands on' with RobotWise for the first time during CES 2023 at the Netherlands Pavilion in Eureka Park at the Venetian Expo (Booth 62100). View a short video of RobotWise robots in action [here](#).

RobotWise is aimed at students, teachers and business professionals, and was created to help them discover hidden talents, work together, learn new skills, self-reflect and pursue personal growth. The RobotWise interactive, gamified lessons and training programs are structured to be either standalone, interactive modules or integrated into an organization's own programs. RobotWise programs have been used successfully in more than 100 schools and 50 companies throughout the Netherlands, including Rabobank, Tembo Group, Visma Connect and the Custodial Institutions Agency (Dienst Justitiële Inrichtingen, DJI).

Skills gap

According to an April 2021 [McKinsey Global Survey](#) on reskilling, the urgency of addressing the skills gap is clear – and, across industries, more important than ever to do. Most respondents say that skill-building (more than hiring, contracting or redeploying employees) is the best way to close those gaps. The results also point to a shift in the most important skills to develop, which tend to be social and emotional in nature, such as empathy, leadership and adaptability. These are just some of the skills integrated into RobotWise's lesson and training programs.

"We believe that the education system and personal development need to be aligned with the rapidly changing society and digital transformation", said Tamar Neter, founder and CEO of RobotWise. "Through learning by playing and programming social robots we make adults feel like children again by empowering young and old to express authentic behavior and discover their hidden talents. Trying new things is central to success in life. You have to dare to make mistakes with a smile. That is the best way to continue developing skills."

How RobotWise works

RobotWise helps kids and adults develop personal talents and interpersonal relationships, creating a connection between technical and soft skills via games where participants are encouraged to work together to help robots accomplish tasks. Many different skill sets are used in the games, including creativity, problem solving skills and computational thinking.

Adaptability is crucial to growth and the use of social robots has the ability to make this goal simple and tangible. The discovery of one's adaptability in a playful way ensures participants gain a better understanding of their qualities, challenges, motivations and concerns. Teams receive assignments for the robots and get immediate feedback on their progress. By programming robots, users experiment, work with each other and let their creativity run wild to figure out solutions.

Click [here](#) to set up an appointment with RobotWise before or during CES, January 5 - 8, 2023 and see RobotWise in action. RobotWise is interested in meeting press, potential investors, and potential partners focused on gamification or gamified learning providers who can help distribute RobotWise's lesson and training programs online. Access the RobotWise press kit [here](#).

Bijlagen



[460 KB jpg RobotWise.jpg](#)

For more information about this press release contact Tamar Neter, CEO RobotWise. Email: tamar@robotwise.nl, mobiel: +31650929295. For more information, also check out their [press kit](#). You can also download photos, logos and a factsheet and one pager about RobotWise there.

About RobotWise

RobotWise develops and offers interactive, gamified lesson and training programs using social educational robots for all levels of education, businesses and youth care facilities. The organization strives for talent development, using robots as a tool, focusing on the development of social, (meta)cognitive abilities. For more information, visit robotwise-ces.com