



## Mizuho experimented CUI in Silicon Valley

### ~New Channel/Communication with Amazon Echo and Facebook bot~

Mizuho Bank, Ltd. (hereinafter “Mizuho”, Nobuhide Hayashi, President and CEO) has conducted two experiments of new financial communication services through Facebook bot (\*1) and new banking services with an Alexa skill prototype for Amazon Echo(\*2) in Silicon Valley, collaborating with Information Services International-Dentsu, Ltd. (Setsuo Kamai, President and CEO) and Nomura Research Institute, Ltd. (hereinafter “NRI”, Shingo Konomoto, President and CEO).

CUI (Conversational User Interface) is drawing the most attention for next generation internet platform as the next way of channel/communication to provide financial information and services using AI and chat. CUI is also focused as new internet infrastructure after WEB and Apps.

Regarding these Trial, Mizuho, NRI and ISI-Dentsu of America, Inc. developed prototypes. We worked in close collaboration with AppSocially (Pioneer Corporation of CUI based in U.S. offering Chat Center iO), 500Startups (Venture Capital, investing more than 1,500 Startups in over 50 countries) and WiL (Venture Capital, promoting the collaboration between Startups and large Corporations).

Mizuho, ISID, NRI have been pursuing to provide the No.1 Convenience for our customers such as producing new innovative services through smart device, tablet and wearable etc. including channel ([Mizuho Messenger] etc.). We will continue to accelerate these future actions.

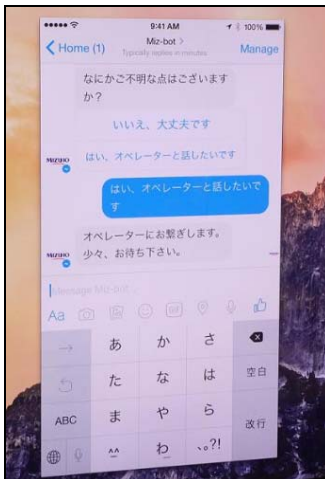
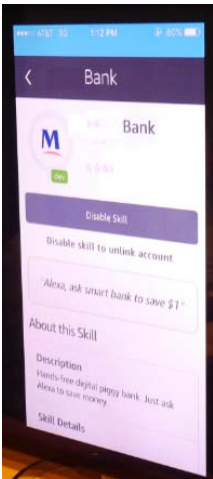
|   | Area         | Summary of Trial   |
|---|--------------|--|
| 1 | Facebook bot | With automatic chat format response using Facebook bot, developing the new messenger prototype of guiding customer at our website about opening new account procedure. It is also possible to connect to Mizuho Messenger which is currently in service.   |
| 2 | Amazon Echo  | By connecting between Amazon Echo (unreleased in Japan) and Mizuho's Smartphone Banking App, through a prototype of an Alexa skill, developing the new banking prototype for customers will be able to confirm the balance of a bank account through voice operation. Mizuho is looking forward to launching the service to our Japanese bank account holders in U.S. at a later time. |

(\*1) Facebook bot : This service is developed and provided by Facebook Ltd. It is an internet platform which provides answers appropriately through analyzing information entered by text format over utilizing AI.

(\*2) Amazon Echo : It is a hands-free speaker you control with your voice that is available in the U.S. only. Echo connects to the Alexa Voice Service to play music, provide information and gives customers access to thousands of Alexa skills.

# Trial in Silicon Valley

**【Photo 1】 Amazon Echo/Facebook bot's Trial in 500Startups**



**【Photo2】 Amazon Echo/Facebook bot's Trial in WiL**



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