

## About Arsam

Arsam Robotics Company was established in 2016 in collaboration with some of the top students of Amirkabir University of Technology, Iran. Arsam began its activities in the field of interactive robotic playgrounds and smart toys and has achieved numerous accolades over the years.

Our team consists of elite, enthusiastic, and forward-thinking individuals who aim to create innovative, creative, and enjoyable experiences of technological and robotic interactions for children. With various branches of robotic interactive playgrounds called Robokids in Tehran, our company strives to introduce a new world of imagination, interaction, and movement for children under 12 years old.

Currently, leveraging Arsam's expertise and creativity in the children's domain, we have successfully produced a unique and exceptional toy called "Phiji." Utilizing artificial intelligence, Phiji can provide an educational experience alongside play for children worldwide.

## Arsam's Values

We believe that teamwork and harmony are the keys to success. Our team consists of experts from various fields, including robotics, artificial intelligence, industrial design, graphic design, computer science, mechanics, electronics, and psychology, enabling us to address various aspects of a product comprehensively.

Our experts in each of these domains are among the best, which has allowed our team to have the potential for the best activities and projects. We continually face challenges in product design and development (R&D), and to overcome these challenges, we immediately consider all different perspectives to avoid proposing a non-systematic solution that might create another issue elsewhere. Achieving the best path itself is a significant challenge that our team successfully tackles.

By harnessing all our abilities, we have been able to create a robot that children fall in love with, where they see intelligence, beauty, creativity, curiosity, kindness, and all their beautiful qualities embodied in it.



## What is Phigital Game?

This collection of games will bring physical tools into the digital world through its proprietary artificial intelligence. This game is designed for children aged 3 to 8 years old.

This tool integrates artificial intelligence technology with a physical device that children can directly interact with using their hands and senses.



## What is Phiji?

Phiji is an interactive toy that uses a smartphone and physical components to provide various educational experiences, including teaching the Persian and English alphabets, mathematics, and problem-solving. With its unique and engaging games, Phiji offers the best educational experience for children during their leisure time.

Phiji is story-driven and character-focused, making the game particularly appealing to children. Children befriend the planet-roaming robots and help them illuminate their silent planet.







## Phiji Technology

Phiji is one of the most advanced educational and recreational toys based on advanced artificial intelligence and is a Tech Connected Toy that runs on all smartphones.

## Phiji Features

- Bridging the digital world with the physical world for children.
- Educating children aged 4 to 8 through play.
- Compatible with all smartphones.
- Suitable for online education during pandemics.
- Simultaneously meeting children's needs for both education and entertainment.
- Enhancing cognitive and communication skills.
- Teaching the Persian and English alphabets and pronunciation.
- Teaching counting objects and numbers.



## Phiji Games



### Number Game

In this game, children become familiar with the shapes, names, and sounds of numbers and learn addition, subtraction, and counting objects.



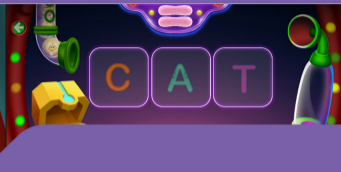
### Galaxy Game

In this game, children play as the pilot of a Robonus warship, battling against the Hayolus planetary ships.



### Memory Game

In this game, children try to remember images shown to them and then find a token resembling those images to place on the Phiji stand.



### Language Learning Game

In this game, children learn the alphabet by observing the shapes of letters and hearing their sounds in various words. They also learn how to write and read words.

## Why Phiji?

## How Does Phiji Work?



**Phiji**  
Learning by Play

Learning is best when it's called play. Phiji creates fun in learning through the magic of hands-on play and the combination of tangible and digital components.

Phiji, a UNICEF award-winning product, is an educator for the learners of the future generation. It assists in learning essential skills in subjects such as Persian, English, mathematics, memory, and more.

Place your smartphone on the Phiji stand.

Set up your smartphone's camera and open the Phiji game on your phone.

Use the physical components of the game to play digital games: Reading and writing, games, mathematics, and more!

## Robokids: Land of smart games



## Another Products & Services

ROBOKIDS

Robokids is the land of smart games that will captivate you as soon as you enter its unique and exciting space. Robokids is a special collection of 12 technological games, all designed by our engineers and tailored to the needs of children.

In Robokids, we have created a friendly and intimate environment based on the story of the robots Sami and Arsoo, allowing children to experience not only gaming but also the joy of friendship with robots and imagination in the thrilling world of Robokids.

## Robokids Story



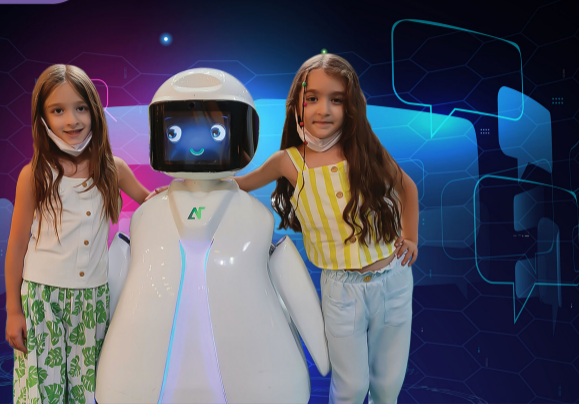
## Robokids Features

- Interactive and robotic games based on artificial intelligence
- Exclusive and story-driven games designed for Robokids
- The ability to monitor and observe children online through the parent's mobile app
- Personalization of the story based on the main Robokids character
- Promoting teamwork and initiative in children
- High satisfaction among children after playing in the Robokids collection
- The option to entrust children completely to the Robokids collection coaches (without the need for parental supervision)

In Robokids, children get to know the talkative robots Sami and Arsoo and discover that they came from their planet to Earth to acquire the energy they need alongside children through various interactive and AI-based games. They collect this energy through the energy crystals and send it back to their planet.



## The Robot: Sami



Sami is an interactive robot; he looks at you, talks to you, and opens his arms to give you a hug. While Sami has an endearing, gentle appearance, he is very child-friendly. This robot is present in Robokids and interacts with children.



Sami is inspired by the penguin. Penguins are highly social and family-oriented animals. Sami is also fond of families and children. His facial expressions reflect his various emotional states, and his laughter and tears enhance the depth of his connection with children.



## Honors

Robokids is a knowledge-based product that has won the UNICEF Innovation Award and Maidan TV Award.



The robots of the Robokids amusement park are a knowledge-based product and have won the Idiran Design Award.



PHIJI is the winner of UNICEF's innovative award, the selected product of Iran's Karvia television competition and the first place winner of Idiran's design for children.

## Custom Design of Robokids Branches

Having an expert team of experienced designers and the design of various games by this team, the design of the space happens in complete integration with the game design, and the ability to customize and design games according to the facilities or limitations of the area, such as the optimal use of space and height, etc.





Arsam Robotics Co.

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