

Press Release



For Immediate Release

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Clearview introduces Pepper, the world's first social humanoid robot, and enhances the way members interact

Pittsburgh, PA, November 5, 2018.....*(clearviewfcu.org)* Clearview Federal Credit Union, a member-based credit union serving 10 southwestern Pennsylvania counties, has introduced Pepper, the world's first social humanoid robot able to recognize faces and basic human emotions. Pepper was created by SoftBank Robotics and is optimized for human interaction and is able to engage with people through conversation and touch screen.

"We purchased Pepper because it was a different way to engage consumers through technology. It is a new and innovative approach to communicating our story and showcasing solutions to help our members enjoy a better life in an entertaining way. Clearview is dedicated to exploring the use of the latest technology for our members everyday banking needs. Pepper provides a unique demonstration of our commitment – what better way than through the voice of a robot" said Clearview CEO, Ron Celaschi.

Standing at 120 centimeters tall and having the ability to speak in 15 different languages, Pepper can be found accompanying staff to various events and is presently in Clearview's Moon Township Financial Center lobby talking about available solutions, the history of the organization and even the weather. Pepper is also kid-friendly and provides a variety of different games and interactions, including dancing, to make any member feel welcome.

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Clearview

Clearview Federal Credit Union has been in operation since 1953 and serves over 100,000 members, with reported assets valued over \$1.2 billion as of May 2018. Membership in Clearview is open to individuals who live, work, worship, volunteer or attend school in the Southwestern Pennsylvania community, which includes Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington and Westmoreland counties. Membership is also open to immediate family members of current Clearview members. Visit clearviewfcu.org for more information. Clearview Federal Credit Union is federally insured by the National Credit Union Administration and is an Equal Housing Lender.