

AI HEALTHCARE ROBOT

4-8 SEPT 2026 IFA

BODYFRIEND



**IFA** 4-8 SEPT  
2026

4X-TRANSFORMER  
wearable AI HEALTHCARE ROBOT



# AI HEALTHCARE ROBOT

- |     |                 |
|-----|-----------------|
| 01. | 733             |
| 02. | QUANTUM AI      |
| 03. | DAVINCI AI      |
| 04. | PALACE NEO      |
| 05. | CARNA ROBOT     |
| 06. | KARYX ROBOT     |
| 07. | FALCON SV       |
| 08. | FALCON N        |
| 09. | REGINA ROBOT    |
| 10. | AGERA ROBOT     |
| 11. | MEDICAL VIVALDI |
| 12. | VIVALDI C       |
| 13. | VIVALDI S       |



Size (Upright) 161 × 84 × 135 cm (63.4 × 33.1 × 53.1 in)  
Size (Standing) 169 × 84 × 156 cm (66.5 × 33.1 × 61.4 in)  
Reclining Size 186 × 84 × 109.5 cm (73.2 × 33.1 × 43.1 in)  
Reclining Angle 154 °  
Weight 175.1 kg (386 lbs)



01.



2nd-Generation Robotics-Based Full-Body Free Movement Technology

Based on 2nd-generation robotics technology, 733 independently controls both arms and legs to naturally guide free movement throughout the entire body.  
By guiding the movement of key joints such as the arms, shoulders, ankles, and hips, it integrates stretching, strength training, and recovery care into a single seamless flow.  
As a next-generation healthcare robot, it delivers a new standard of total-body wellness.



Robotic Standing Technology

Robotic standing technology has been applied to assist users through the entire process of sitting down and standing up safely and naturally, allowing the robot to stand up on its own at the optimal angle. It minimizes physical strain and provides an environment where anyone can easily begin exercising.



2nd Generation Active Arm Technology

The arms move independently, guiding the movement of the shoulder and upper body joints to provide a deep stretching effect. It delivers active upper body exercises that help improve flexibility and strengthen muscles.

- Active program designed to induce upper body joint stretching
- 2nd Generation Robotics Walking Technology
- Robotic-based programs that precisely control lower-body movement
- Dual Massage Modules & AI-Customized Care



## 2nd Generation Active Arm Technology

The arms move independently, guiding the movement of the shoulder and upper body joints to provide a deep stretching effect. It delivers active upper body exercises that help improve flexibility and strengthen muscles.



Active program designed to induce upper body joint stretching

Naturally guides stretching of the shoulders and upper body to simultaneously improve flexibility and strength.

### 1. Signature

A program that combines five core technologies to provide a comprehensive full-body movement experience

### 2. Shoulder Flexibility Care

A program that induces passive movement of the shoulder joints to help relax muscles and improve flexibility

### 3. Strong Shoulder Exercise

A program that strengthens muscle power and stability through flexion and extension exercises of the shoulder joint

### 4. Cross Stretching

A stretching program that induces whole-body relaxation by moving the upper and lower body in a crisscross pattern

### 5. Full-Body Swimming Stretch

A program that improves shoulder and upper-body flexibility using swimming-based movements

## 2nd Generation Robotics Walking Technology

Both legs move independently, precisely controlling the motion of lower-body joints such as the hips and ankles. It guides natural lower-body stretching and movement.

Robotic-based programs that precisely control lower-body movement

Improves lower-body flexibility, strength, and balance through hip and ankle movements.

### 1. Arm & Leg Power-Up

A program that enhances core stability and full-body strength balance through resistance training

### 2. Plantar Fascia PNF Stretch

A program designed to maximize lower-body flexibility, focusing on the muscles of the soles of the feet and calves

### 3. Slimming Workout I

A program designed to stimulate core and lower body muscles to help with body shaping and muscle activation

### 4. Slimming Exercise II

A program that combines lower-body exercises with cycling movements to aid muscle relaxation and body contouring

### 5. Resistance Stretching

A program that combines resistance training and stretching to strengthen core and lower body muscles





Size 166 × 91 × 137 cm (65.4 × 35.8 × 53.9 in)  
Reclining Size 215 × 91 × 133 cm (84.6 × 35.8 × 52.4 in)  
Reclining Angle 156 °  
Weight 169.5 kg (373.7 lbs)

02.

QUANTUM · AI



AI-Recommended Optimal Personalized Care

AI analyzes the user’s physical condition, preferences, and usage patterns to recommend the optimal massage program. It continuously personalizes the experience based on usage data to provide a more effective massage experience.



Skin & Scalp Light Care Technology

LED-based light care technology provides intensive care for the skin and scalp. Clinical trials have confirmed improvements in skin brightness, elasticity, and scalp condition. Additionally, full-body massage promotes relaxation and circulation, delivering enhanced beauty care.

\* Clinical trials have confirmed improvements in skin brightness, elasticity, and scalp condition



Audio Speakers by Bang & Olufsen

Premium speakers co-developed with Bang & Olufsen deliver clear and immersive sound, creating a deeply relaxing experience with music and audio content.

- AI Theme Massage System
- XD-PRO Massage Module
- Full-Body Heating Massage System

Color. Nature Gold

Nature Beige





Size 168 × 80 × 126 cm (66.1 × 31.5 × 49.6 in)  
Reclining Size 214 × 80 × 142 cm (84.3 × 31.5 × 55.9 in)  
Reclining Angle 156 °  
Weight 165 kg (364 lbs)



AI-Powered Personalized Massage

AI analyzes real-time biometric data and the user's condition to recommend the optimal massage program, providing personalized wellness care tailored to the individual.



PPG Biometric Signal Monitoring

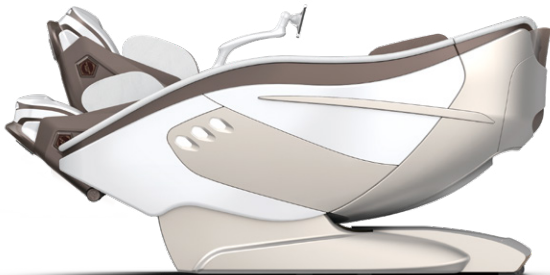
PPG sensors measure heart rate, heart rate variability, oxygen saturation, and fatigue levels in real time, and use this data to precisely adjust massage intensity and programs.



Heartbeat-Synchronized Sound Experience

Automatically synchronizes the beat of the music to the user's heart rate, providing an immersive relaxation experience where body and senses are in harmony.

- AI Theme Massage System
- XD-Pro Massage Module and Full-Body Heating System
- Premium Design Inspired by ITAL Design Collaboration





Size

Reclining Size

Reclining Angle

Weight

159 x 80.8 x 125 cm (63 x 32 x 49 in)

199 x 80.8 x 95 cm (78 x 32 x 37 in)

175 °

167 kg (368 lbs)



Flexible SL Frame

The flexible SL frame structure allows for a wide range of angles, from an upright position to a nearly flat position, providing a comfortable posture optimized for the body.



Active Arm Technology

The arm structure, which slides forward and backward, induces natural arm movements and enables stretching-based massage even while lying down.



Robotics Walking Technology

Independent left and right leg movement simultaneously provides lower body stretching and exercise, activating even muscles that are difficult to stimulate with conventional massage.

- XD-Pro Massage Module and Full-Body Heating System
- Exercise-Assisted Massage Programs
- 4-inch Wired Remote Control





Size 146 × 76 × 117 cm (57 × 30 × 46 in)  
Reclining Size 173 × 76 × 91 cm (68 × 30 × 36 in)  
Reclining Angle 148 °  
Weight 101 kg (223 lbs)



Dual Vibration Device

The dual vibration device integrated into the seat delivers precise vibrational stimulation to surrounding muscles, helping to activate and strengthen the pelvic floor muscles.

\* Improvement effects of vibration massage confirmed through human clinical trials



Vibration Massage Based on Optimized Frequency Algorithm

The frequency algorithm precisely controls vibration patterns to induce reflex responses, providing effective muscle stimulation even while sitting comfortably.



Robotics Technology

Independent left and right leg movement simultaneously provides lower body stretching and exercise, activating even muscles that are difficult to stimulate with conventional massage.

– XD Air Module

– 5-inch Touch Remote Controller

Color. Herringbone Gray

Black





Size 156 × 78 × 117 cm (61 x 31 x 46 in)  
Reclining Size 189 × 78 × 124 cm (74 x 31 x 49 in)  
Reclining Angle 154 °  
Weight 105 kg (231 lbs)



Robotics Technology

Independent left and right leg movement simultaneously provides lower body stretching and exercise, activating even muscles that are difficult to stimulate with conventional massage.



6 Matic XD Module

Six massage balls move closely along the body from the neck to the hips, providing deep stimulation with broader coverage and a seamless, gentle massage.



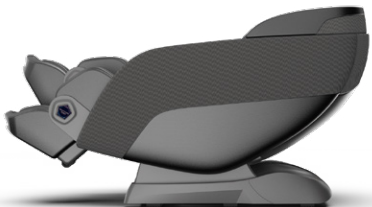
Heating Massage

Heat therapy up to 55°C is applied to the back seat and calf areas to help relax muscles and further enhance the massage effect.

– 5-inch Touch Remote Controller

Color. Mystic Gray

Black





Size 156 × 75 × 116 cm (61 × 30 × 46 in)  
Reclining Size 181 × 75 × 84 cm (71 × 30 × 33 in)  
Reclining Angle 150 °  
Weight 102 kg (225 lbs)



Robotics Technology

Independent left and right leg movement simultaneously provides lower body stretching and exercise, activating even muscles that are difficult to stimulate with conventional massage.



Ergonomic SL Frame

The SL frame, designed to follow the contours of the human body, delivers a full-body massage from the neck to the lower body, providing optimal comfort and support.

XD | ((🔥))

XD Massage Module and Heating System

The XD massage module delivers precise and delicate massage, while the heating function for the back, lower back, and calves maximizes muscle relaxation and comfort.

- 32 Auto Massage Programs
- 4-inch Wired Remote Control

Color. Solid Walnut

Dark Brown





Size 158 × 75 × 116.5 cm (62.2 × 29.5 × 45.9 in)  
Reclining Size 197 × 75 × 84 cm (77.6 × 29.5 × 33.1 in)  
Reclining Angle 166 °  
Weight 121 kg (266.8 lbs)



**Flexible SL Frame**  
The Flexible SL Frame unfolds smoothly and is designed to provide a comfortable massage even while lying down, maximizing full-body relaxation and massage effectiveness.



**Dual Massage Modules (XD FLEX + 3D Module)**  
The upper body features the deep and delicate XD FLEX module, while the lower body uses a peanut-shaped 3D module, providing a comprehensive massage experience that covers the entire body simultaneously.



**App Control & Display Quick Dial**  
The intuitively designed app interface allows for convenient control and personalized settings, while the display quick dial enables easy operation without the app through simple turning and pressing motions.

- Robotics Technology
- Full-Body Heating (Back & Waist / Hands / Calves)

Color. Champagne Beige Black





Size 157 × 77 × 110 cm (62 × 30 × 43 in)  
Reclining Size 185 × 77 × 105 cm (73 × 30 × 41 in)  
Reclining Angle 156 °  
Weight 109 kg (240 lbs)



Robotics Technology

Independent left and right leg movement simultaneously provides lower body stretching and exercise, activating even muscles that are difficult to stimulate with conventional massage.



Coral & Beige Fabric Design

Featuring a fabric combination of coral and beige, it creates a warm and soft atmosphere and blends naturally with a variety of interior styles.



Core Massage System (XD Module & SL Frame)

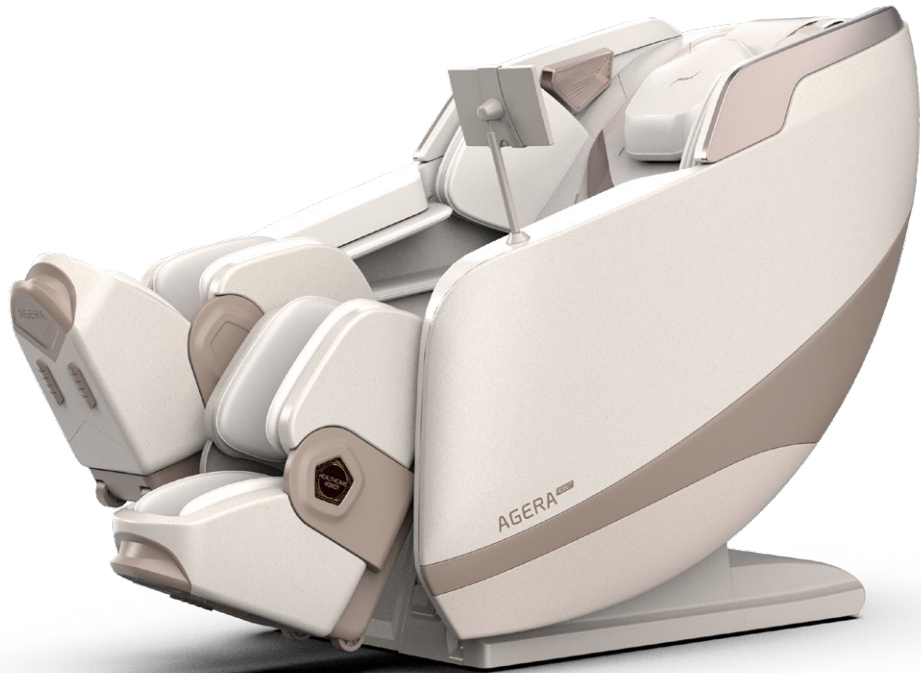
The XD massage module moves closely along the spine line following the ergonomic SL frame, providing a stable and continuous full-body massage from the neck to the lower body.

- Air Massage & Heating System
- App Remote Control

Color. Coral Beige

Black





Size 150 × 74 × 105 cm (59.1 × 29.1 × 41.3 in)  
Reclining Size 175 × 74 × 84 cm (68.9 × 29.1 × 33.1 in)  
Reclining Angle 150 °  
Weight 90 kg (198.4 lbs)



Robotics Technology

Independent left and right leg movement simultaneously provides lower body stretching and exercise, activating even muscles that are difficult to stimulate with conventional massage.



Ergonomic SL Frame & Massage Modules

The massage modules hug the body along the ergonomic SL frame, providing a stable and comfortable massage that follows the spine's natural curve. Adjustable speed settings allow for a personalized massage experience.

- Air Massage & Heating System
- User-Friendly Interface

Color. Beige

Black





Size 99 x 76 x 103 cm (39 x 30 x 41 in)  
Reclining Size 150 x 76 x 100 cm (59 x 30 x 39 in)  
Reclining Angle 145 °  
Weight 57 kg (126 lbs)



Pelvic Floor Care Powered by PEMF Technology

Seating-integrated PEMF technology helps support pelvic floor activation, assisting in urinary incontinence prevention and muscle strengthening. It also enhances relaxation and promotes circulation through targeted stimulation.



Targeted Massage with Heat for Muscle Recovery

Massage modules combined with heat therapy deliver effective muscle relaxation across the back, waist, and lower body. It supports gluteal relaxation and provides benefits similar to stretching and Kegel exercises.



Furniture-Integrated Medical Design

Designed as a furniture-style medical device, it blends naturally into home interiors. Premium CMFP (Color, Material, Finishing, Pattern), a practical side table, and an intuitive wired remote maximize usability and comfort.

- PEMF-Based Medical Programs
- Standard Massage Module & i-Frame Structure
- 5" Wired Remote Control





Size 99 x 76 x 103 cm (39 x 30 x 41 in)  
Reclining Size 150 x 76 x 100 cm (59 x 30 x 39 in)  
Reclining Angle 132 °  
Weight 57 kg (126 lbs)



Furniture-Inspired CMFP Design

Designed to blend seamlessly into modern interiors, this massage sofa combines refined aesthetics with everyday comfort. Premium materials and soft fabric create a cozy, home-furniture feel, while integrated massage functions provide a relaxing break without any hassle.

- Daily Care
- Customized Massage
- Massage Cushion Support
- Heated Massag
- Fabric Material

Color.

Beige

Mustard

Indigo





Size 105 x 70 x 107 cm (41 x 28 x 42 in)  
Reclining Size 142 x 70 x 90 cm (56 x 28 x 35 in)  
Reclining Angle 136 °  
Weight 55 kg (121 lbs)



Furniture-Inspired CMFP Design

Designed to blend seamlessly into modern interiors, this massage sofa combines refined aesthetics with everyday comfort. Premium materials and soft fabric create a cozy, home-furniture feel, while integrated massage functions provide a relaxing break without any hassle.

- Daily Care
- Fabric Material
- Calf Massage
- Heated Massage



# MINI MASSAGER

- 14. SCALP ALL-CARE
- 15. MINI MASSAGE GUN
- 16. HOT&COLD MASSAGE GUN
- 17. CALF MASSAGER
- 18. NECK&SHOULDER MASSAGER
- 19. MESSAGE PLATE
- 20. MESSAGE CUSHION

SCALP ALL-CARE

The Scalp All-Care provides a complete scalp-care solution with dual LED light care, 72 massage bristles, and an ampoule boosting system. Its 360° kneading massage gently stimulates the scalp, delivering a refreshed, relaxed feeling while promoting a cleaner and healthier scalp. Its compact, waterproof design makes it perfect for daily self-care routines.



|                   |                                      |
|-------------------|--------------------------------------|
| Size              | 207 x 85 x 45mm (8.1 x 3.4 x 1.8 in) |
| Weight            | 250 g (0.55 lbs)                     |
| Massage Modes     | 3                                    |
| Dual Light Care   | 630 nm (Red Light) + 850 nm (NIR)    |
| Waterproof Rating | IPX7                                 |
| Battery Capacity  | 1,600 mAh                            |
| Charging Cable    | USB Type C                           |
| Input Voltage     | 5V, 1A                               |



MINI MASSAGE GUN

The Mini-Massage Gun is a compact yet powerful device that relieves muscle stiffness and fatigue anytime, anywhere. It comes with four interchangeable massage heads to effectively target different body areas, making it easy to carry—even in a handbag.



Ball Head  
recommended for  
large muscle areas



U-Shaped Head  
recommended for the spine,  
neck, and shoulders



Bullet Head  
recommended for ankles, wrists,  
and other small muscle areas



Flat Head  
recommended for  
use on all areas



|                  |                                          |
|------------------|------------------------------------------|
| Size             | 45 x 70 x 120 mm (1.77 × 2.76 × 4.72 in) |
| Weight           | 260 g (0.57 lbs)                         |
| Mode             | 5 steps (1800–2100–2400–2700–3000 rpm)   |
| Massage Head     | 4 configurations                         |
| Battery Capacity | 800 mAh                                  |
| Charging Cable   | USB Type C                               |
| Input Voltage    | 5V, 2A                                   |



HOT&COLD MASSAGE GUN

The Hot&Cold Massage Gun combines vibration massage with five adjustable heating and cooling levels allowing you to care for your body at your preferred temperature. With multiple massage heads, and can be used on various areas such as the shoulders, back, and legs, delivering both soothing relaxation and refreshing recovery. Its wireless, rechargeable design and low-noise brushless motor make it convenient to use anytime, anywhere.



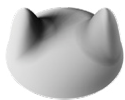
Flat Head  
suitable for all body areas



Wave Tip  
recommended for arms and lower  
back



Pin Head  
recommended for the chest, palms,  
soles, and glute muscles



Rabbit Head  
recommended for neck, shoulders,  
spine, and achilles tendon



|                  |                                              |
|------------------|----------------------------------------------|
| Size             | 53 x 150 x 183 mm (2.09 × 5.91 × 7.20 in)    |
| Weight           | 565 g (1.25 lbs)                             |
| Mode             | 5 Levels (1,600–1,900–2,200–2,500–2,800 rpm) |
| Temperature      | 4 temperature settings                       |
| Motor            | 800 mAh                                      |
| Battery Capacity | 2,400 mAh                                    |
| Charging Cable   | USB Type C                                   |
| Input Voltage    | 5V, 2A                                       |

CALF MASSAGER

The Calf Massager provides soothing leg care with powerful air compression and 3-step heating for customized comfort. Its lightweight 550g design, velcro straps, and two-way zipper make it easy to wear and adjust, ensuring a stable and secure fit. With three massage modes and an intuitive controller, it offers convenient daily relaxation and refreshing relief for tired and tense calves.



|                  |                             |
|------------------|-----------------------------|
| Size             | 63 x 36 mm (2.48 x 1.42 in) |
| Weight           | 550 g (1.21 lbs) / Each     |
| Mode             | 3 Modes                     |
| Temperature      | 3 Levels of Heat            |
| Battery Capacity | 2,000 mAh                   |
| Charging Cable   | USB Type C                  |
| Input Voltage    | 5V, 2A                      |

NECK&SHOULDER MASSAGER

The Neck&Shoulder Massager delivers deep relaxation with heated massage balls and adjustable straps that fit comfortably around the neck and shoulders. Its two massage modes and adjustable intensity control are designed to ease stiffness in the trapezius and shoulder muscles. With a lightweight, wireless design and easy-to-use controller, it provides convenient daily relief anytime, anywhere.



|                  |                                            |
|------------------|--------------------------------------------|
| Size             | 250 x 170 x 170 mm (9.84 x 6.69 x 6.69 in) |
| Weight           | 1.25 kg (2.76 lbs)                         |
| Mode             | 2 Modes                                    |
| Motor            | BLDC motor (Low noise design)              |
| Battery Capacity | 2,500 mAh                                  |
| Charging Cable   | USB Type C                                 |
| Input Voltage    | 5V, 2A                                     |



MASSAGE PLATE

The Massage Plate features a dual-head design that delivers powerful fascia massage to both sides of the body at once. With 3 massage modes, 3 intensity levels, and specialized acupressure heads, it provides effective relief for tired soles, legs, and tense muscles. Its stable structure and simple controller make it easy to enjoy daily body care at home.

- 

Flat Massage Head  
used to relax various muscle areas
- 

Curved Head  
used to massage both arms & legs
- 

Double-ball Head  
used to massage areas where muscles are knotted and uncomfortable
- 

Sole Acupressure Head  
used to apply acupressure massage to the sole



|                  |                                             |
|------------------|---------------------------------------------|
| Size             | 360 x 130 x 120 mm (14.17 x 5.12 x 4.72 in) |
| Weight           | 2.5 kg (5.51 lbs)                           |
| Mode             | 3 types                                     |
| Intensity        | 3 levels                                    |
| Massage Head     | 4 configurations                            |
| Battery Capacity | 2,000 mAh                                   |
| Charging Cable   | USB Type C                                  |
| Input Voltage    | 5V, 2A                                      |



MASSAGE CUSHION

The Massage Cushion combines a modern design with soothing heat therapy to fit seamlessly into any home. Equipped with thermal massage balls reaching up to 47°C and two kneading modes, it delivers relaxing care for the back, waist, abdomen, and more. Its lightweight, wireless design makes it easy and convenient to enjoy daily relaxation anywhere.



|                  |                    |
|------------------|--------------------|
| Size             | 430 x 325 x 135 mm |
| Weight           | 2.1 kg             |
| Mode             | 2 Modes            |
| Heat             | 47±4 °C            |
| Battery Capacity | 2,000 mAh          |
| Charging Cable   | USB Type C         |
| Input Voltage    | 5V, 2A             |



# GLOBAL AI HEALTHCARE COMPANY

BRAND VISION  
CORE VALUES  
TECHNOLOGY & MISSION  
AWARDS

Elevate Your Life

Beyond simple health management, we elevate the vitality of life to a new dimension.  
As a global healthcare leader, BODYFRIEND designs the ultimate wellness life we deserve.

The Future of AI Healthcare Robotics,  
Pioneered by BODYFRIEND

Founded in 2007 as Korea’s first massage chair company, BODYFRIEND has popularized and premiumization of massage chairs.

In 2022, it created the world’s first “healthcare robot” with independently moving legs, and by introducing an “AI healthcare robot” that integrates robotics and AI (artificial intelligence) with digital healthcare, it is transforming the paradigm of the global healthcare industry.

In 2026, The 733, which ushered in the era of physical AI robots, is a ‘wearable AI healthcare robot’ that embodies all of Bodyfriend’s technological expertise, capabilities, and know-how. Equipped with second-generation robotics technology, it stretches the shoulders, hips, and ankles, and features standing technology that helps users sit down and stand up naturally.

Furthermore, AI analyzes user data—including physical condition, biometric information, and behavioral tendencies—to deliver highly personalized healthcare programs tailored to each individual.

By adding hyper-personalized AI solutions to the essential value of massage, Bodyfriend is establishing a global standard in healthcare unlike anything experienced before.





## DEFINE INNOVATION

Under the banner of innovation, we redefine healthy living for people worldwide through uncompromising quality and service. Every solution we introduce sets a new standard in the healthcare industry.



## MASTER THE EXPERIENCE

Beyond functionality, refined aesthetics that deliver emotional impact define the essence of BODYFRIEND’s premium value. Meticulously crafted details create a truly differentiated customer experience.



## PIONEER THE FUTURE

By combining a deep understanding of human needs with robotic technology, we extend humanity’s healthy lifespan. Through constant evolution and innovation, we pioneer the limitless possibilities of AI healthcare robots.



## **WE WILL REALIZE THE DREAM OF “EXTENDING HEALTHY LIFE EXPECTANCY BY 10 YEARS”**

BODYFRIEND’s goal is to help everyone move freely through rehabilitation and, ultimately, to extend the healthy life expectancy of people worldwide by 10 years.

To achieve this, BODYFRIEND pioneers new paths that others have not taken, continuously seeking true solutions for our customers’ better health.

**BODYFRIEND’s innovation and challenges continue.**

BODYFRIEND  
AWARDS

CES



|                                                               |                            |      |
|---------------------------------------------------------------|----------------------------|------|
| 733 Awarded                                                   |                            | 2025 |
| DIGITAL HEALTH                                                |                            |      |
| EDEN ROVO(PALACE NEO), FAMILIE CM ((MEDICAL VIVALDI)) Awarded |                            |      |
| HOME APPLIANCES                                               |                            |      |
| PHANTOM NEO Awarded                                           |                            | 2024 |
| CTA / SPORTS & FITNESS                                        |                            |      |
| PHARAOH O2 Awarded                                            |                            | 2022 |
| CTA / ELECTRONIC APPLIANCE                                    |                            |      |
| QUANTUM Awarded                                               |                            | 2021 |
| CTA / SMART HOME                                              |                            |      |
| W COLD AND HOT WATER PURIFIER BRAIN Awarded                   |                            | 2020 |
| CTA / HEALTH & WELLNESS                                       |                            |      |
| QUANTUM Awarded                                               | LBF-750 Awarded            | 2019 |
| CTA / SMART HOME                                              | CTA / ELECTRONIC APPLIANCE |      |

IFA 2025 INNOVATION AWARD



|                       |  |      |
|-----------------------|--|------|
| QUANTUM AI Awarded    |  | 2025 |
| BEST IN EMERGING TECH |  |      |

ERGONOMIC  
DESIGN AWARD  
EDA



|                                                 |  |      |
|-------------------------------------------------|--|------|
| QUANTUM AI BEAUTY CAPSULE Awarded               |  | 2025 |
| THE HUMAN FACTORS & ERGONOMICS SOCIETY OF KOREA |  |      |
| EDEN ROVO Awarded                               |  | 2024 |
| THE HUMAN FACTORS & ERGONOMICS SOCIETY OF KOREA |  |      |
| STANDING ROVO (733) Awarded                     |  | 2023 |
| THE HUMAN FACTORS & ERGONOMICS SOCIETY OF KOREA |  |      |
| SENIOR MASSAGE CHAIR, PHANTOM ROVO Awarded      |  | 2022 |
| THE HUMAN FACTORS & ERGONOMICS SOCIETY OF KOREA |  |      |

KOREAN WORLD-CLASS  
PRODUCT AWARD



|                                                                 |  |      |
|-----------------------------------------------------------------|--|------|
| BODYFRIEND MASSAGE CHAIR,<br>KOREAN WORLD-CLASS PRODUCT Awarded |  | 2025 |
| KOREA TRADE-INVESTMENT PROMOTION AGENCY / KOTRA                 |  |      |

RED DOT AWARD DESIGN



|                                |                                         |      |
|--------------------------------|-----------------------------------------|------|
| VIVALDI (VIVALDI C) Awarded    |                                         | 2024 |
| WINNER                         |                                         |      |
| BRAND SOUND Awarded            |                                         | 2022 |
| BRAND COMMUNICATION            |                                         |      |
| W WATER PURIFIER BRAIN Awarded | GLED MASK Awarded                       | 2019 |
| KITCHENWARE                    | BEAUTY CARE EQUIPMENT                   |      |
| REX-L Selected                 |                                         | 2016 |
| HOUSEHOLD APPLIANCE            |                                         |      |
| TIME MACHINE Awarded           | CHROME I, TIME CAPSULE , E-BIKE Awarded | 2015 |
| BEST OF BEST                   | WINNER                                  |      |

BODYFRIEND  
AWARDS

GOOD DESIGN AWARD



733, SILVER PRIZE  
KOREA INSTITUTE OF DESIGN PROMOTION / UNIVERSAL DESIGN SPECIAL AWARD

VIVALDI(VIVALDI C) Awarded  
CARNA ROVO, COLANI(FAMILIE F), i-ROVO(FALCON i) Selected  
KOREA INSTITUTE OF DESIGN PROMOTION / HOUSEHOLD APPLIANCE

FALCON Awarded  
DAVINCI, QUANTUM, FAMILIE Selected  
KOREA INSTITUTE OF DESIGN PROMOTION / HOUSEHOLD APPLIANCE

W COLD AND HOT WATER PURIFIER Selected  
LOUNGED BODYFRIEND Selected  
KOREA INSTITUTE OF DESIGN PROMOTION / VISUAL MEDIA

W ICE AND WATER PURIFIER Selected  
KOREA INSTITUTE OF DESIGN PROMOTION / HOUSEHOLD APPLIANCE

CAFED BODYFRIEND Selected  
KOREA INSTITUTE OF DESIGN PROMOTION / VISUAL MEDIA

i ROVO S, GRAND PRIZE (Small and Medium Business Administration Award)  
REX-L, W WATER PURIFIER Selected  
KOREA INSTITUTE OF DESIGN PROMOTION / HOUSEHOLD APPLIANCE

W WATER PURIFIER BI Selected  
MOM'S MEAL BI Selected  
KOREA INSTITUTE OF DESIGN PROMOTION / VISUAL MEDIA

DIA MU Selected  
PHANTOM, GRAND PRIZE (Minister's Award of Trade, Industry and Energy)  
KOREA INSTITUTE OF DESIGN PROMOTION / HOUSEHOLD APPLIANCE

PHANTOM ROVO, BEST INNOVATION Award  
ERGONOMICS SOCIETY OF KOREA

2025

2024

2023

2016

2015

2014

2013

2012

K-DESIGN AWARD



HEALTHCARE ROBOT VISUAL IDENTITY  
COMMUNICATION

FALCON, FAMILIE Awarded  
INDUSTRIAL DESIGN

CORPORATE TYPEFACE Awarded  
COMMUNICATION

2024

2023

iF DESIGN AWARD



FAMILIE F  
BEAUTY / WELLNESS

W WATER PURIFIER, MAIN AWARD  
GERMAN INTERNATIONAL FORUM DESIGN, HANOVER

2025

2015

GOOD DESIGN AWARD (JAPAN)



GLED MASK Selected  
GOOD DESIGN (JAPAN) / BEAUTY EQUIPMENT

2019

KOREA DESIGN AWARD

BODYFRIEND, PRESIDENTIAL Award  
MINISTRY OF KNOWLEDGE ECONOMY / DESIGN MANAGEMENT

2014

## BUSINESS INFORMATION

### KR HQ. SUN HOON CHI

Director, BODYFRIEND Korea

+82 2 3448 8980, shchi@bodyfriend.co.kr

163 Yangjaecheon-ro, Gangnam-gu, Seoul, Korea 06302

### US. KATE LEE

Business Development Manager, BODYFRIEND USA

+1 562 991 5546, kate@bodyfriend.com

655 S Santa Fe Ave #1A, Los Angeles, CA 90021

### EU. MARC JUNG

Marketing & Operation Manager, BODYFRIEND Europe

+33 1 47 72 05 05, marc.jung@bodyfriend.com

41 Rue du Moulin des Bruyeres, Courbevoie 92400



SCAN TO VISIT BODYFRIEND EU