

# Out of Office

Big ideas that go beyond the boardroom | 精明理念足以燃亮辦公室以外的世界



## A new face in skincare

With the arrival of Yumi, SK-II's digital spokesperson, the future of beauty is more than skin deep

Back in June, cult Japanese skincare brand SK-II unveiled a new secret weapon: Yumi, an AI-powered emissary who has the power to dispense simultaneous skincare advice to thousands of women around the globe.

Unlike her virtual influencer brethren, such as Lil Miquela and Imma, Yumi wasn't made for social media or brand partnerships. She's the proprietary creation of SK-II and Soul Machines, a New Zealand-based startup that crafts digital humans. Yumi is powered by Google's natural language processing platform, allowing her to react to customer sentiments for more lifelike interactions.

Digital humans are becoming more common as brands pursue a future-forward approach to customer service. According to Soul Machines' CBO, Greg Cross, digital influencers "create a level of one-on-one interaction that is simply not possible...other than at a retail shop."

Yumi is a significant step in putting a literal human face on what is essentially an adaptive helpdesk that never sleeps. She works 24/7, she'll never make a mistake or have a bad hair day – and she's here for eternity.

## 護膚新面孔

隨著SK-II的數碼代言人Yumi隆重登場，美麗的定義將會步入新紀元

深受亞洲人歡迎的護膚品牌SK-II於今年六月推出全新秘密王牌：由人工智能驅動的代言人Yumi，專為全球萬千女性提供即時的護膚建議。有別於Lil Miquela和Imma等虛擬網紅，Yumi並非為社交媒體點擊率或品牌合作而生，她乃SK-II與Soul Machines的專屬創作項目。Soul Machines是一家總部位於新西蘭的人工智能初創企業，專門開發數碼人物。Yumi應用了Google的自然語言處理技術，能夠表現個性特質，例如懂得開玩笑，或對顧客的情緒作出反應，營造更逼真的互動。類似Yumi的數碼人物正於商業零售界日漸普及，Soul Machines的品牌總裁Greg Cross表示，虛擬網紅「能帶來一對一的互動，而這種互動除了在實體零售店內，目前根本無法透過其他方式來實現」。Yumi擁有舉足輕重的科技意義——將一張仿生人類面孔，應用於一個全天候自動運作的服務平台上。她每週七天、每天24小時不停工作，並且永不犯錯或鬧脾氣，堪稱隨時效勞。



## Virtually verified

星級虛擬網紅



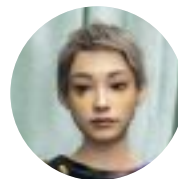
### Lil Miquela

Los Angeles 洛杉磯  
Created in 2016, Miquela is practically a veteran at 2016年登場，她已是一位資深網紅。  
[instagram.com/lilmiquela](https://www.instagram.com/lilmiquela)



### Liam Nikuro

Tokyo/Los Angeles 東京/洛杉磯  
Liam is Japan's first-ever male digital influencer 日本首位男性虛擬網紅。  
[instagram.com/liam\\_nikuro](https://www.instagram.com/liam_nikuro)



### Poka Poka

Shanghai 上海  
China's relative newcomer is into fashion and art 這位來自中國的新人，最喜愛時尚與藝術。  
[instagram.com/poka\\_pokaka](https://www.instagram.com/poka_pokaka)