

This project is based on his recordings, speeches, and more than 3000 voice data points, allowing the restoration of the legendary entrepreneur’s manner of speech and thinking.

Matsushita, known in Japan as the “god of management,” is considered one of the greatest business leaders in the country.

The AI version is intended to share his wisdom with a new generation of employees, which is especially important as fewer people have had the opportunity to learn from him personally.

The technology was developed in collaboration with the Matsuo Institute at the University of Tokyo. Panasonic plans to use the digital twin not only to convey the company’s philosophy but also to assist in business decisions.

Matsushita, who passed away in 1989, led Panasonic to become a leader in consumer electronics, and his book “The Path” is still a staple for Japanese businessmen.