

## Sogou Vocational Avatar Taps into Contemporary Art at Guangzhou Exhibition

**Mexican artist Mario García Torres explores human thinking through Sogou's AI Avatar technology**

BEIJING, Dec. 13, 2019 /PRNewswire/ -- Sogou Inc. (NYSE: SOGO) ("Sogou" or "the Company"), an innovator in search and a leader in China's internet industry, today showcased the first application of its proprietary Vocational Avatar "Yanny" in the field of contemporary arts. At an exhibition titled *Modes of Encounter: An Inquiry* at the Guangdong Times Museum in Guangzhou, Yanny will perform a monologue created by Mexican artist Mario García Torres and interact with the audience in a lifelike manner, creating unique audio and visual experiences.

Born in Mexico, Mario García Torres' work explores the meaning of time, memory, and images through various artistic forms, from paintings and sculptures to videos and devices. Torres' latest work on show at the exhibition, *If only I came up with the right word*, integrates Sogou's Vocational Avatar technology to explore the ways in which human thinking evolves.

"AI technology is having a profound impact on Chinese society. I was fascinated by the artistic tension created by the Sogou Vocational Avatar," said Torres. "We live in a forward-looking world, and technology will cast a new light on traditional concepts of art. The idea of using an immortal character, like Yanny, is exciting, and the space created by a humanoid is very intriguing. I'm delighted to collaborate with Sogou's team to create my first AI work and will continue to explore Yanny's potential in the future."

Sogou launched its Vocational Avatar Yanny at China Online Literature+ Conference 2019, an influential conference in China's online entertainment and cultural industries. Featuring Sogou's latest advances in its industry-leading speech synthesis, image detection, and prediction capabilities, Yanny interacts with the audience seamlessly through lifelike conversations, natural expressions, and hand gestures. Yanny has hosted several public events, including the Sohu AI Technology Summit and the WISE New Economy Conference.

This creative work by Torres is another example of how the Sogou Vocational Avatar can create new possibilities in existing industries. Since its debut in 2018, Sogou has made substantial progress in expanding the application of its Vocational Avatar technology in various sectors, including AI News Anchors in news broadcasting, an AI Virtual Judge in legal services, and an AI Customer Service Avatar in the financial services industry. In August, Sogou also announced partnerships with Xinhua News Agency, Migu, and Zhangyue Technology to further expand the application of the Sogou Vocational Avatar technology into the multimedia and IP industries. In the future, Sogou looks to continue cooperation with partners in different industries to explore creative and transformative applications of Sogou's Avatar technology and to create better user experiences.

*Modes of Encounter: An Inquiry* curated by Biljana Ciric will run from December 13, 2019 to February 16, 2020 at the Guangdong Times Museum in Guangzhou.

### Safe Harbor Statement

This announcement contains forward-looking statements. Statements that are not historical facts, including statements about our beliefs and expectations, are forward-looking statements. These statements are based on current plans, estimates, and projections, which involve inherent risks and uncertainties. We caution you that a number of important factors could cause actual results to differ materially from those contained in any forward-looking statement. Potential risks and uncertainties include, but are not limited to, intense competition in the market for search and search-related services; our need to continually innovate and adapt in order to grow our business; our reliance on Tencent platforms for a significant portion of our user traffic; and uncertainty regarding the extent and reach of PRC governmental regulation of sponsored search. Further information regarding these and other risks is included in Sogou's Annual Report on Form 20-F for the year ended December 31, 2018 filed with the Securities and Exchange Commission on March 28, 2019, and other documents Sogou files with or submits to the Securities and Exchange Commission.

### About Sogou

Sogou Inc. (NYSE: SOGO) is an innovator in search and a leader in China's internet industry. With a mission to make it easy to communicate and get information, Sogou has grown to become the second-largest search engine by mobile queries and the fourth largest internet company by MAU in China. Sogou has a wide range of innovative products and services, including the Sogou Input Method, which is the largest Chinese language input software for both mobile and PC. Sogou is also at the forefront of AI development and has made significant breakthroughs in voice and image technologies, machine translation, and Q&A, which have been successfully integrated into our products and services.

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