

EMBARGOED until 5 p.m. (PST) on 01/05/2025

Yukai Engineering to Debut ‘Nékojita FuFu,’ Attachable Mini-Robot That Cools Hot Drinks/Food, at CES Unveiled

Hook-on robot can help temp-sensitive eaters of all ages consume food more comfortably.



LAS VEGAS (Dec. 30, 2024) — At CES® Unveiled (Jan. 5) and CES 2022 (Jan. 7-10), Tokyo-based robotics startup [Yukai Engineering](#) will unveil “Nékojita FuFu,” a **portable robot that blows on hot drinks/food to cool them down**. Designed to help people who have a highly heat-sensitive tongue, the robot generates cool “breath” with an internal fan, and uses the special algorithm, “Fu-ing System,” to randomize its blowing strength and rhythm in the way humans might, while effectively lowering foods’ temperature. The company plans to release Nékojita FuFu in Japan in mid-2025 following a crowdfunding campaign for ¥3,800 Japanese yen (about \$25).

Unlike conventional heat-reducing mug cups, Nékojita FuFu is a stand-alone device that can be attached to any foodware of the user’s liking (if it has a straight edge). The robot’s name combines the Japanese words, “neko-jita,” or “cat tongue” — the phrase used to describe an intolerance of hot food, a condition that as many as 47% of survey takers in Japan reported having, according to [a 2018 online poll](#)* — and “fu fu,” an onomatopoeia imitating the sound of steady breath blowing. Nékojita FuFu was born out of Yukai Engineering’s 2024 internal Make-a-Thon, during which a team

leader reminisced about how badly he wanted help years ago with blowing on freshly cooked baby food for his son because doing so often left him feeling breathless and dizzy.

*(*In the online poll conducted by Weathernews, a leading weather info provider in Japan, 47% of 10K+ respondents identified as “having a neko-jita.”)*

“We created Nékojita FuFu as a little personal meal partner, so you can solve your ‘néko-jita’ problem anywhere, anytime,” said Tsubasa Tominaga, the chief marketing officer of Yukai Engineering, a.k.a. the dad who needed help cooling baby food. “The robot doesn’t just help you enjoy hot coffee. It can make it easier for seniors to down hot soup and reduce parents’ chores by helping kids eat with less help. We are thrilled to show Nékojita FuFu in action at CES 2025, as it switches between various blowing modes, such as the full-force ‘I’ve Got This!’ and gentler ‘Not Gonna Spill’ modes. The hard-working robot will surely make you want to cheer it on.”

“Nékojita FuFu” at CES

CES Unveiled — Jan. 5, 5:00-8:30 p.m. @Mandalay Bay Convention Center

CES 2025 — Jan. 7-10 @Venetian Expo, Hall A-D, Booth #52671

Press Kit: <https://tinyurl.com/uzujf4ny2>

Website (to be launched at 5 p.m. PST on Jan. 5): <https://nekojitafufu.ux-xu.com>

Nékojita FuFu Overview:

Brings down hot water’s temperature from 190°F (88°C) to 160°F (71°C) and 151°F (66°C) in 3 and 5 mins, respectively, compared to 176°F (80°C) and 171°F (77°C) without the robot. **Silicon body** with an internal fan unit that operates on a **rechargeable battery** (type-C USB). **Attachable to any straight-edge foodware** 0.08”-0.23” (2mm-6mm) in thickness.

Fu-ing System’s Blowing Modes:

The “Fu-ing” algorithm system randomizes various blowing modes. The following are some of the under-consideration modes, which are subject to change and may not be part of the final product.

Mode Name	Description
The Basic	Main mode. Steady medium-strength/length blows with short intervals.
Look at That!	Gradually ramps up in strength as if it’s captivated by how the food looks.
I’ve Got This!	Strong head-start followed by sustained power.
The Princess	Elegant, slow and steady increases in strength.
Sing My Praise	Nonstop series of strong and short blows.
Ready Yet?	Stop-and-go medium blows as if it’s checking to see if it’s cool enough to eat.
‘Til You Drop	Long, strong and nonstop blow in a single breath.
Not Gonna Spill	Steady medium blows with short deep inhalations in between.

About Yukai Engineering:

[Yukai Engineering](#) is a Tokyo-based startup known for creating robots that bring joy to life. Flagship products include [BOCCO emo](#) (a family communication robot), [Qoobo](#) (a therapeutic pillow for companionship), [AMAGAMI HAM HAM](#) (a robot that mimics young pets’ gentle nibbling on your finger just). Yukai has received numerous awards, including CES 2023 Innovation Awards for [BOCCO emo Platform](#) — via which some of Japan’s utility companies provide smart-living services — and [fufuly](#) — a robotic cushion for guided breathing, also a 2024 Good Design Award winner.

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