



January 6, 2016

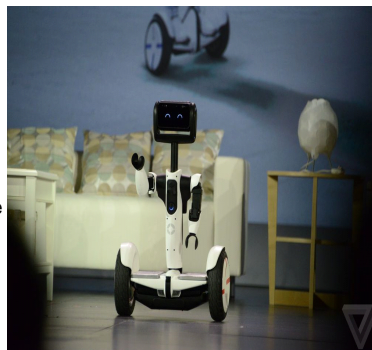
A busy day for Segway



Segway has been one of the more recognizable Silicon Valley brands of the past decade-plus. And despite some Hollywood snark about mall cops, Chinese personal transport maker Ninebot saw enough value in the company's brand and technology to [acquire Segway](#) last year. Now Ninebot -- which is backed by Intel Capital -- is [placing its own brand under Segway's](#) personal transportation business line, even as it pushes Segway into ambitious new product areas.

Like home robots. During his keynote at CES 2016, Intel CEO Brian Krzanich rode onstage aboard a Segway hoverboard ... which then morphed into a robotic butler. Powered by an Intel Atom processor, the device uses new Intel RealSense 3-D camera technology to navigate its environment and intelligently interact with users. Time gasped, "Segway's New Hoverboard [Can Transform](#) Into a Robot," while The Verge [proclaimed itself smitten](#).

As if all that weren't enough, Segway-Ninebot announced it had closed a new funding round from Intel Capital and Singapore investment firm GIC. And while the size of the round wasn't disclosed, the company did note it's now valued at north of \$1 billion.



Tags: [Ninebot](#), [Segway](#), [Intel](#), [Intel Capital](#), [robotics](#), [innovation](#), [Silicon Valley](#), [China](#), [venture capital](#)