Hasbro’s Sixth Wall Studio and Dynamic Creatures Partner to Develop Robotic Characters that Greet and Engage Visitors at Theme Parks and Resorts

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Collaboration combines licensed characters and expressive robotics to create moments of wonder and ongoing guest experiences

BOSTON —November 10, 2026 —Dynamic Creatures and Sixth Wall Studio, a new AI studio launched by Hasbro in June 2026, today announced a partnership to bring Hasbro characters to life through interactive robots. The collaboration combines Sixth Wall’s character authoring and alignment with Dynamic Creatures’ mobile, expressive robots to develop characters that can greet guests, share an adventure and remember them when they return at theme parks, resorts and other entertainment and hospitality venues.

Through the partnership, Sixth Wall Studio will extend its CharacterOS platform and Behavioral Licensing framework into physical experiences, supporting how characters speak, behave and remain true to their established personalities and stories.. Dynamic Creatures’ robots will give that intelligence a physical presence, connecting a character’s conversation and personality with expressive movements, gazes, gestures, reactions and more.

Together, the companies envision encounters that become part of a continuing story at entertainment and hospitality venues. A character at a resort could welcome a guest, send them on a quest and, during a later encounter, ask how the adventure went.

“Bringing a character to life means preserving the personality, voice, and story that fans love while opening up new ways to interact,” said Roberta Thomson, CEO of Sixth Wall Studio. “Our partnership with Dynamic Creatures takes that ambition into the physical world. We envision characters that can share an adventure with you while feeling unmistakably authentic from the first hello.”

Dynamic Creatures emerged from stealth in September 2026 and develops fully custom robots and character experiences built on existing robotic platforms. As Boston Dynamics’ official hospitality and entertainment partner, the company combines advanced mobility with character design and real-time interaction for guest environments. Its SnowJay robotics AI platform coordinates perception, movement and behavior, bringing together conversation, memory, facial expression and animatronics.

“For generations, people have formed powerful connections with fictional characters. Now those characters can share our physical world and respond to us as individuals,” said Marc Theermann, co-founder and CEO of Dynamic Creatures. “Sixth Wall brings the character intelligence and creative framework. We bring the physical expression and presence. Together, we want to make meeting a favorite character feel like the beginning of an ongoing relationship.”

Beyond theme parks and resorts, the companies envision applications across hotels, cruise ships, retail destinations and other immersive environments.

Memory-enabled experiences would be developed around guest choice and clearly defined permissions, with deployment details established for each venue and use case. Initial Sixth Wall applications would align with its focus on audiences ages 13 and older.

To learn more about the partnership, visit DynamicCreatures.com.

About Sixth Wall

Sixth Wall is Hasbro’s AI studio building the next generation of authorized character experiences. Powered by CharacterOS, Sixth Wall is introducing Behavioral Licensing so partners can deploy iconic characters with defined guardrails, clear commercial terms, and authorized voice—starting with 13+ use cases. Learn more at sixthwallstudio.com.

About Dynamic Creatures

Dynamic Creatures designs and builds interactive character robots for some of the world's leading entertainment and hospitality brands. From fully custom creations to character-based extensions of advanced robotics platforms, its robots are built to engage, respond in real time, and create moments that are personal, attentive, and memorable. Each Dynamic Creature moves naturally, interacts with guests, and goes well beyond the limits of fixed animatronics, turning everyday encounters into moments of wonder. As Boston Dynamics' official entertainment and hospitality partner, Dynamic Creatures brings brand and character experiences into the physical world for hotels, resorts, attractions and entertainment venues worldwide. To learn more, visit https://www.dynamiccreatures.com/.

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