



## Vegas Golden Knights and Richtech Robotics Partner to Help Shape the Future of Sports and Technology

October 27, 2025

*Collaboration Between an NHL Franchise and a Service Robotics Company Explores How AI and Automation Can Transform Fan Experiences, Hospitality, and Live Entertainment.*

LAS VEGAS, Oct. 27, 2025 (GLOBE NEWSWIRE) -- [Richtech Robotics Inc.](#) (Nasdaq: RR) ("Richtech"), a Nevada company and a provider of AI-driven robot solutions, and the Vegas Golden Knights today announced a landmark partnership that represents a defining step forward in how sports and technology come together. This collaboration marks one of the first service robotics partnerships in the National Hockey League, signaling a new era in how automation and artificial intelligence will help shape entertainment, hospitality, and fan engagement.

Known for blazing their own trail in professional hockey, the Vegas Golden Knights are again charting new territory, this time by joining forces with a fellow Las Vegas innovator. Richtech has built a reputation for bringing collaborative robots into unexpected settings, including restaurants, hotels, and event venues worldwide. Together, the Golden Knights and Richtech will explore how robotics and AI can enhance fan experiences, streamline operations, and redefine what's possible for the future of live sports entertainment within Las Vegas.

"When the Vegas Golden Knights took the ice, they redefined what a championship franchise could mean for this city and for the sport," said Matt Casella, President of Richtech Robotics. "Now, together, we're setting a new standard — this time for hospitality and fan engagement. What started as a bold idea in Las Vegas will soon become the global benchmark for how robotics and live entertainment can come together to create unforgettable experiences."

### A Strategic Collaboration Rooted in Las Vegas Innovation

Las Vegas is the global capital of entertainment and hospitality, and both organizations see robotics as a key driver of its future growth. By partnering with the Vegas Golden Knights, one of the city's most influential brands, Richtech Robotics will deepen its ties to leading beverage, hospitality, and venue operators. The collaboration will help Richtech understand how robotics can not only delight fans but also benefit sponsors, vendors, and event staff, creating a foundation for new business and next-generation experiences.

"The Vegas Golden Knights are always striving to push the boundaries of the fan experience," said John Penhollow, Vegas Golden Knights President of Business Operations. "Richtech Robotics shares our passion for innovation, and together we're exploring how technology can elevate and redefine what live sports can deliver. This partnership represents an exciting glimpse into the future of fan engagement."

### ADAM: The Face of a New Fan Experience

At the heart of this partnership is ADAM, Richtech's flagship service robot accelerated by [NVIDIA Jetson Thor](#). In accordance with the corporate sponsorship agreement, ADAM will be featured throughout the 2025–2026 season in select activations and events, offering fans an up-close look at a new kind of interactive gameday experience. From serving precision-crafted beverages at the T-Mobile Arena to engaging directly with fans, ADAM represents an important step in integrating service robotics into major sports experiences. ADAM combines precision bartending, barista skills, and customer engagement in one dynamic robot.

### Multi-Event Partnership Launch

The partnership officially launches in November with a series of activations:

- **November 2:** ADAM will make his VIP debut at the Vegas Golden Knights Foundation Charity Gala, providing precision bartending to attendees.
- **November 8:** A full-scale gameday activation featuring ADAM in multiple capacities – from serving fans at a robot trailer at Toshiba Plaza before puck drop at T-Mobile Arena, to generating a historic moment when ADAM will ring the game siren, becoming the first robot to participate in this beloved Vegas Golden Knights tradition.
- **Ongoing Appearances:** ADAM will appear with Vegas Golden Knights branding at local Las Vegas events and conventions, offering fans interactive moments and exclusive giveaways, including team merchandise and game tickets. These opportunities demonstrate the potential for robotics to enhance fan engagement while collecting real-world insights on how automation can scale across sports venues.
- **Future Activations:** ADAM will appear at select Vegas Golden Knights games throughout the season, elevating tailgate and pre-game experiences with the robot trailer serving drinks at Toshiba Plaza. These events will also feature collaborations with leading beverage brand

partners, showcasing how Richtech's robots can deliver branded experiences that connect fans, sponsors, and venues in new ways.

#### **About Richtech**

Richtech Robotics develops advanced robotic solutions and the data infrastructure that makes them more intelligent. Guided by three strategic pillars — Industrial, Commercial, and Data — Richtech delivers dependable automation, consistent service performance, and continuous AI-driver improvement at scale. From factory floors to hospitality venues, our robots work alongside people to enhance efficiency, precision, and quality. Learn more at [www.RichtechRobotics.com](http://www.RichtechRobotics.com).

#### **About Vegas Golden Knights**

The Vegas Golden Knights are a National Hockey League franchise owned and operated by Black Knight Sports and Entertainment LLC. Established by Owner and Chairman Bill Foley and his family, the Golden Knights were the most successful expansion franchise in North American professional sports history in 2017-18 and won the Stanley Cup in 2022-23. For the latest news and information on the Golden Knights visit [vegasgoldenknights.com](http://vegasgoldenknights.com) and follow the team on [Facebook](#), [X](#), [Instagram](#) and [TikTok](#).

#### **Forward Looking Statements**

Certain statements in this press release are forward-looking within the meaning of the Private Securities Litigation Reform Act of 1995. These statements may be identified by the use of forward-looking words such as "anticipate," "believe," "forecast," "estimate," "expect," and "intend," among others. Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks and uncertainties.

These forward-looking statements are based on Richtech Robotic's current expectations and actual results could differ materially. There are a number of factors that could cause actual events to differ materially from those indicated by such forward-looking statements. Investors should read the risk factors set forth in Richtech Robotic's Annual Report on Form 10-K/A, filed with the Securities and Exchange Commission (the "SEC") on March 4, 2025 and periodic reports filed with the SEC on or after the date thereof. All of Richtech Robotic's forward-looking statements are expressly qualified by all such risk factors and other cautionary statements. The information set forth herein speaks only as of the date thereof. New risks and uncertainties arise over time, and it is not possible for Richtech Robotic to predict those events or how they may affect Richtech Robotic. If a change to the events and circumstances reflected in Richtech Robotic's forward-looking statements occurs, Richtech Robotic's business, financial condition and operating results may vary materially from those expressed in Richtech Robotic's forward-looking statements.

Readers are cautioned not to put undue reliance on forward-looking statements, and Richtech Robotic assumes no obligation and does not intend to update or revise these forward-looking statements, whether as a result of new information, future events or otherwise.

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#### **Attachment**

- [Richtech Robotics Inc.](#)



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