



THE REAL DEAL WITH COLLABORATIVE ROBOTS

TAKEAWAYS

People AND Automation
working together



Companies realizing
immediate benefits



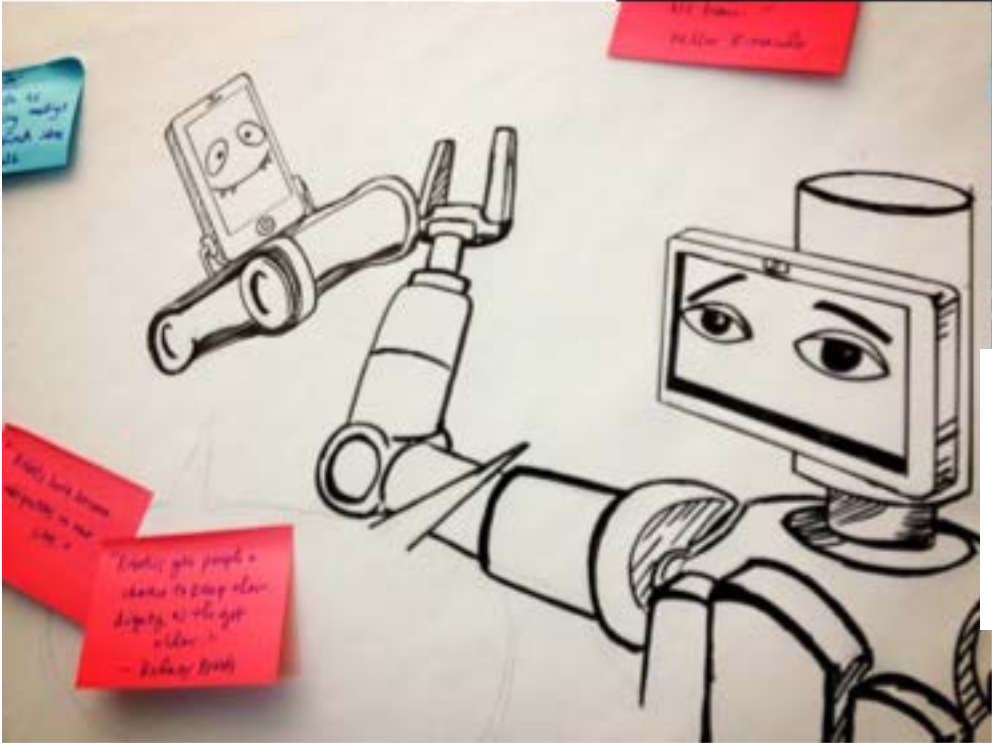
ROD BROOKS



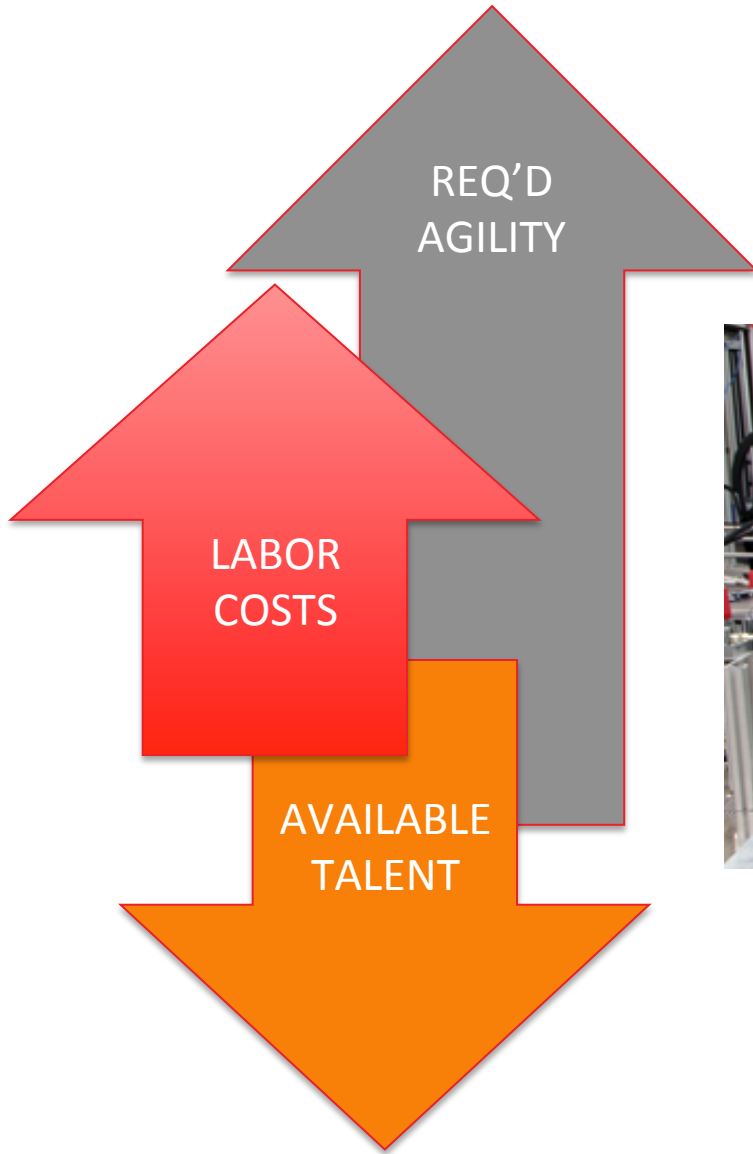
Rethink Robotics' Rodney Brooks wins 'highest honor in ...

BetaBoston - by Dennis Keohane - 22 hours ago

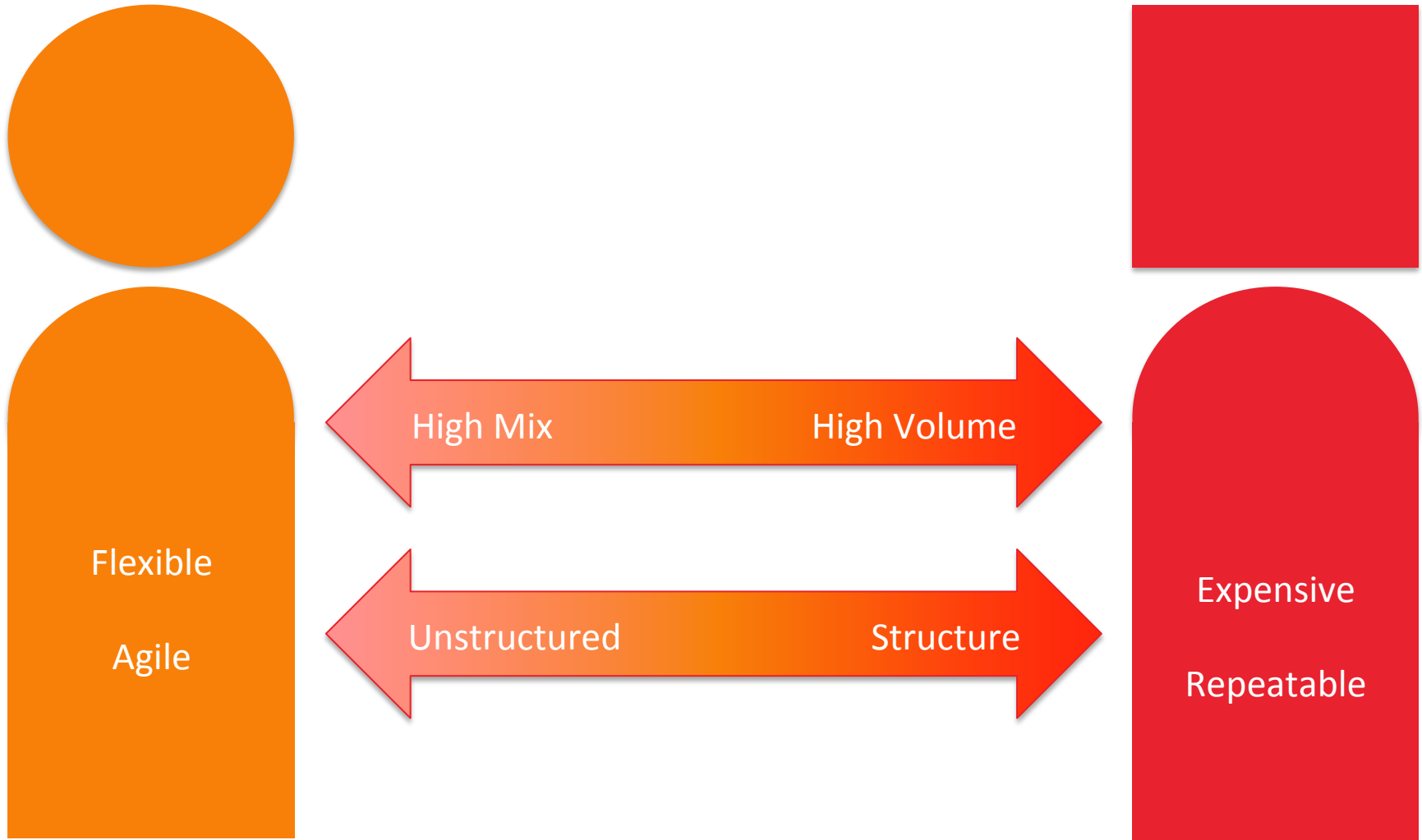
Today, Rethink Robotics founder **Rodney Brooks** will be among three robotics innovators to receive the prestigious Engelberger Robotics ...



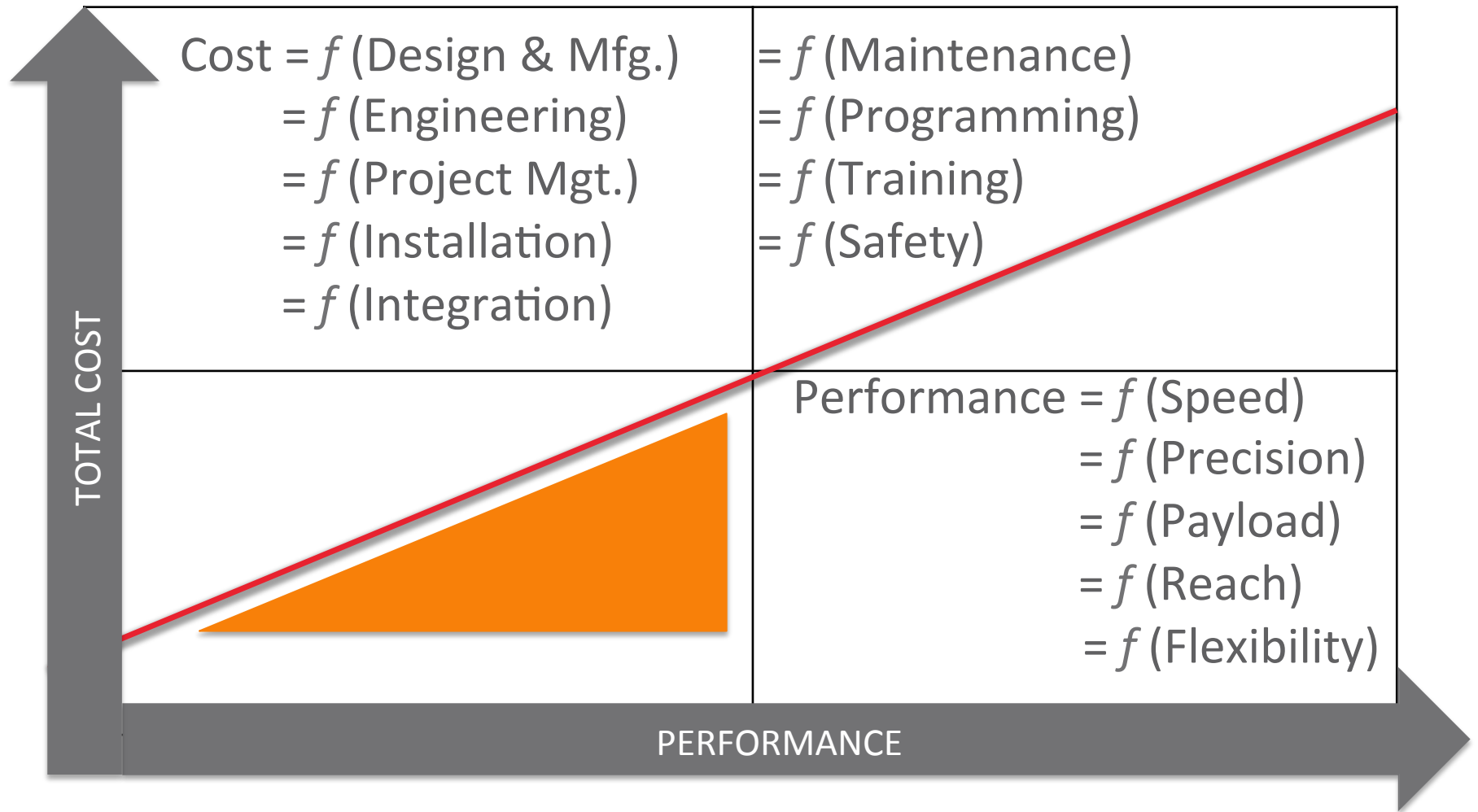
WE GET IT



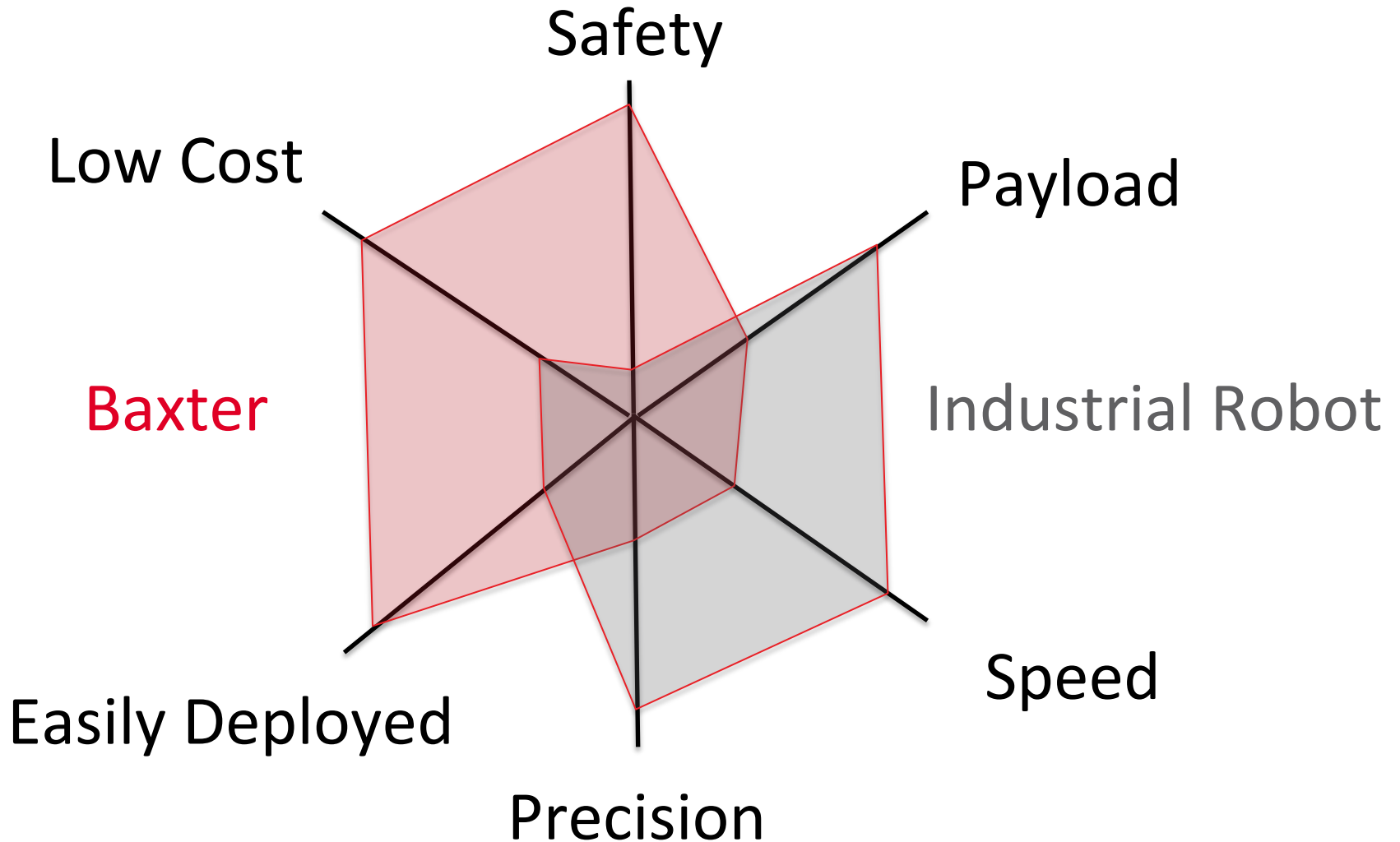
HUMAN WORKFORCE “OR” AUTOMATION



COST VS. PERFORMANCE AND WHERE BAXTER FITS



BAXTER VS. CONVENTIONAL ROBOTICS



UNDER THE HOOD

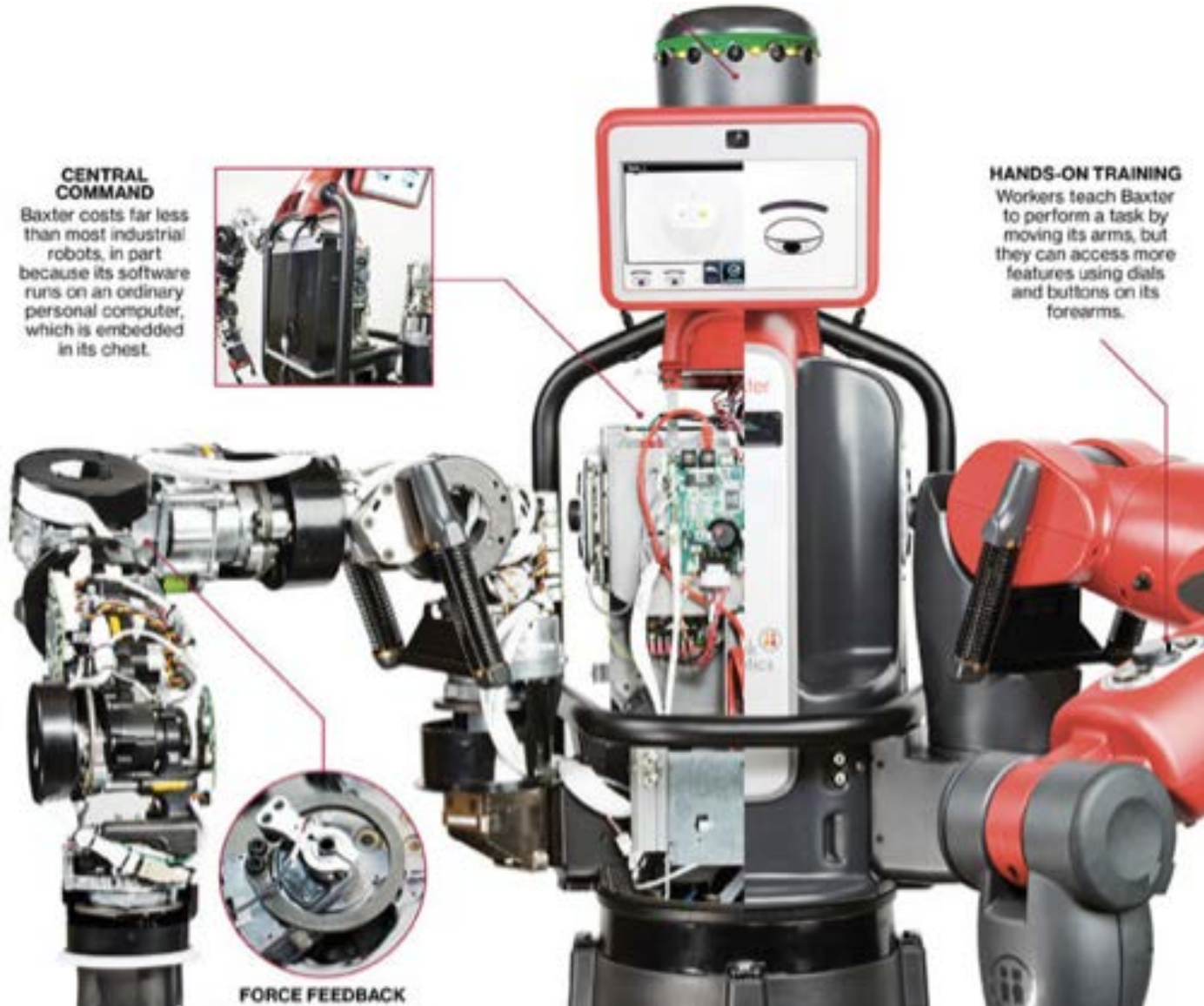
CENTRAL COMMAND

Baxter costs far less than most industrial robots, in part because its software runs on an ordinary personal computer, which is embedded in its chest.



HANDS-ON TRAINING

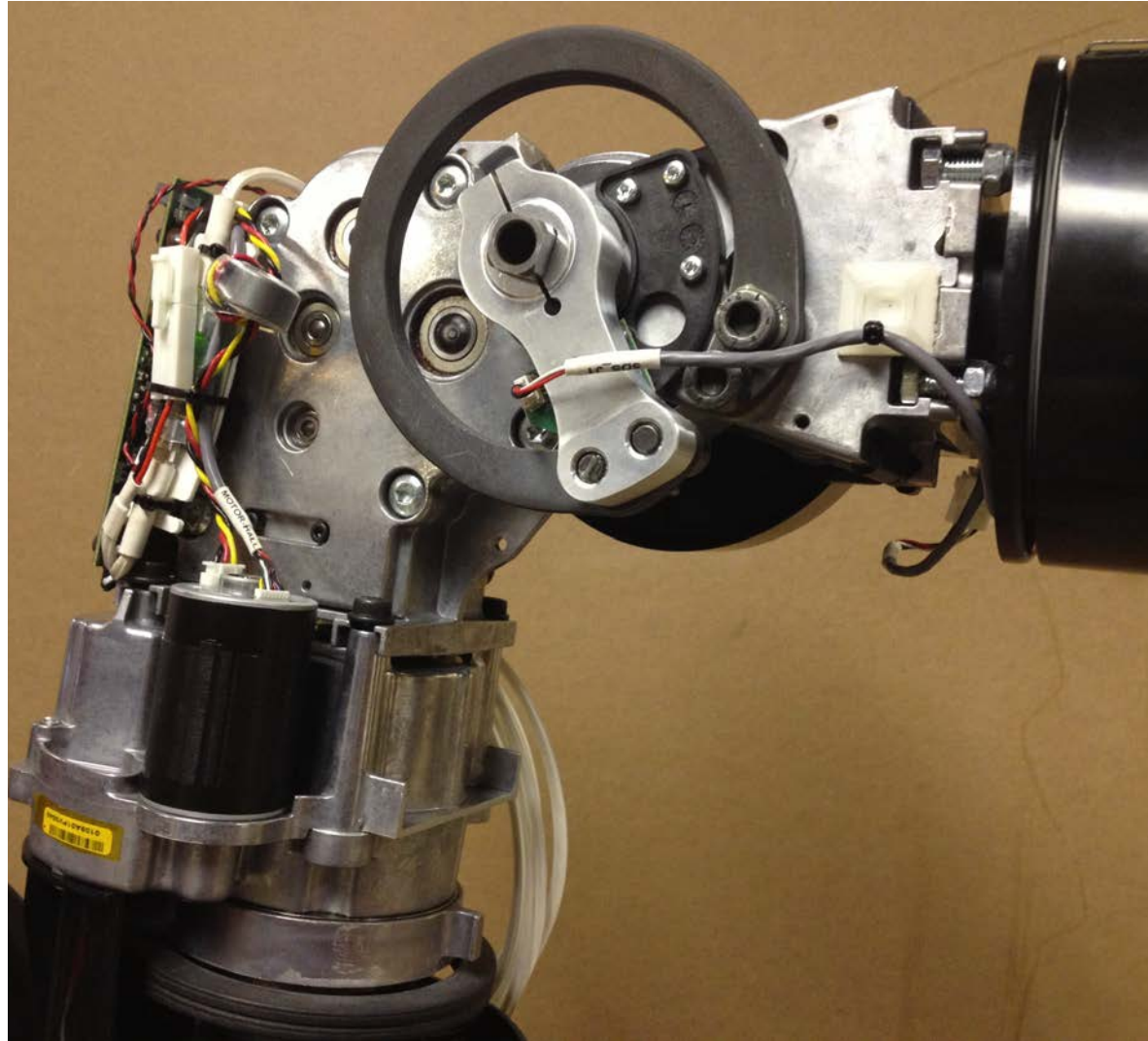
Workers teach Baxter to perform a task by moving its arms, but they can access more features using dials and buttons on its forearms.



FORCE FEEDBACK

A NEW KIND OF ROBOT

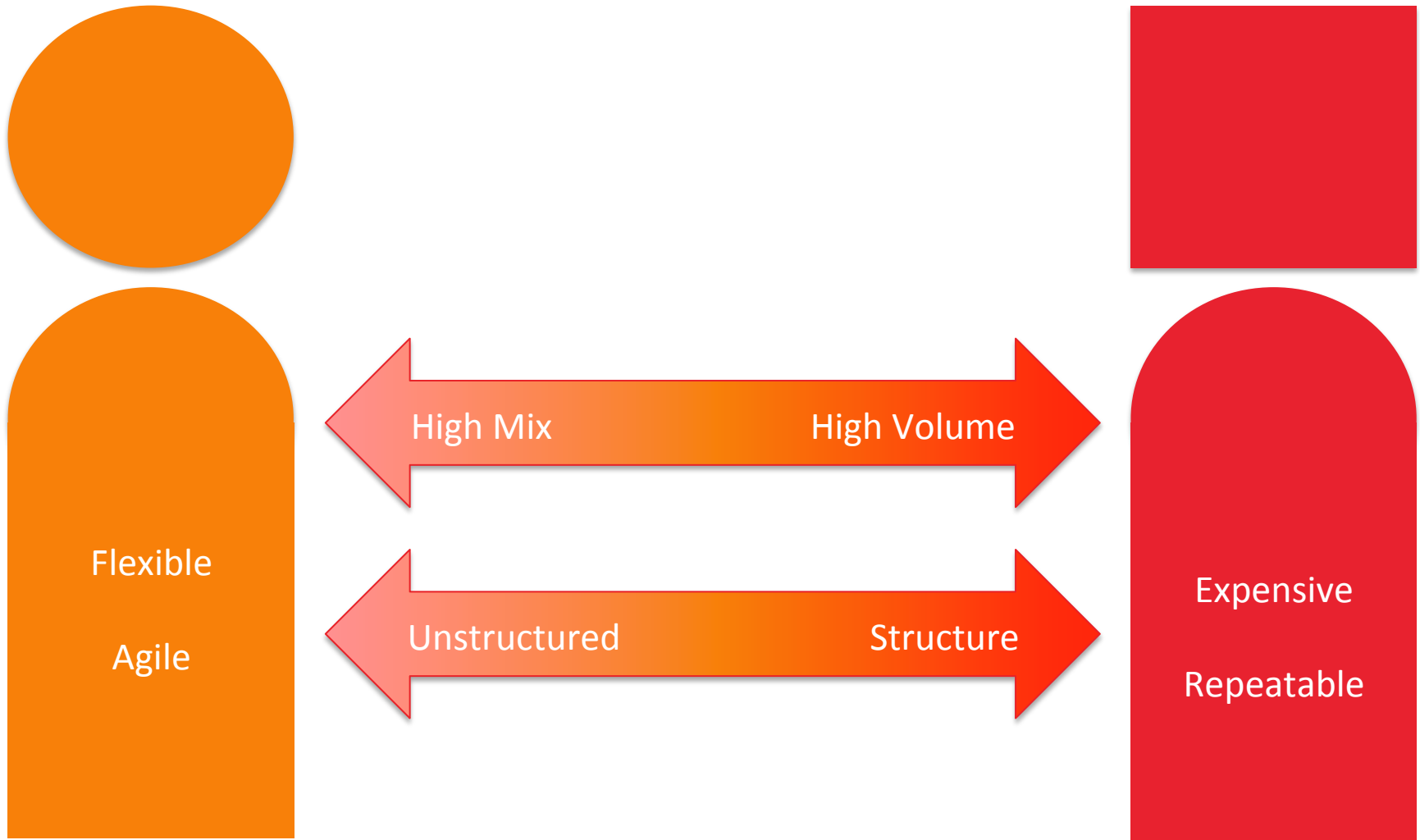
- Mechanically Safe
- Lightweight, compliant materials



BAXTER'S SIX FACES



HUMAN WORKFORCE “OR” AUTOMATION



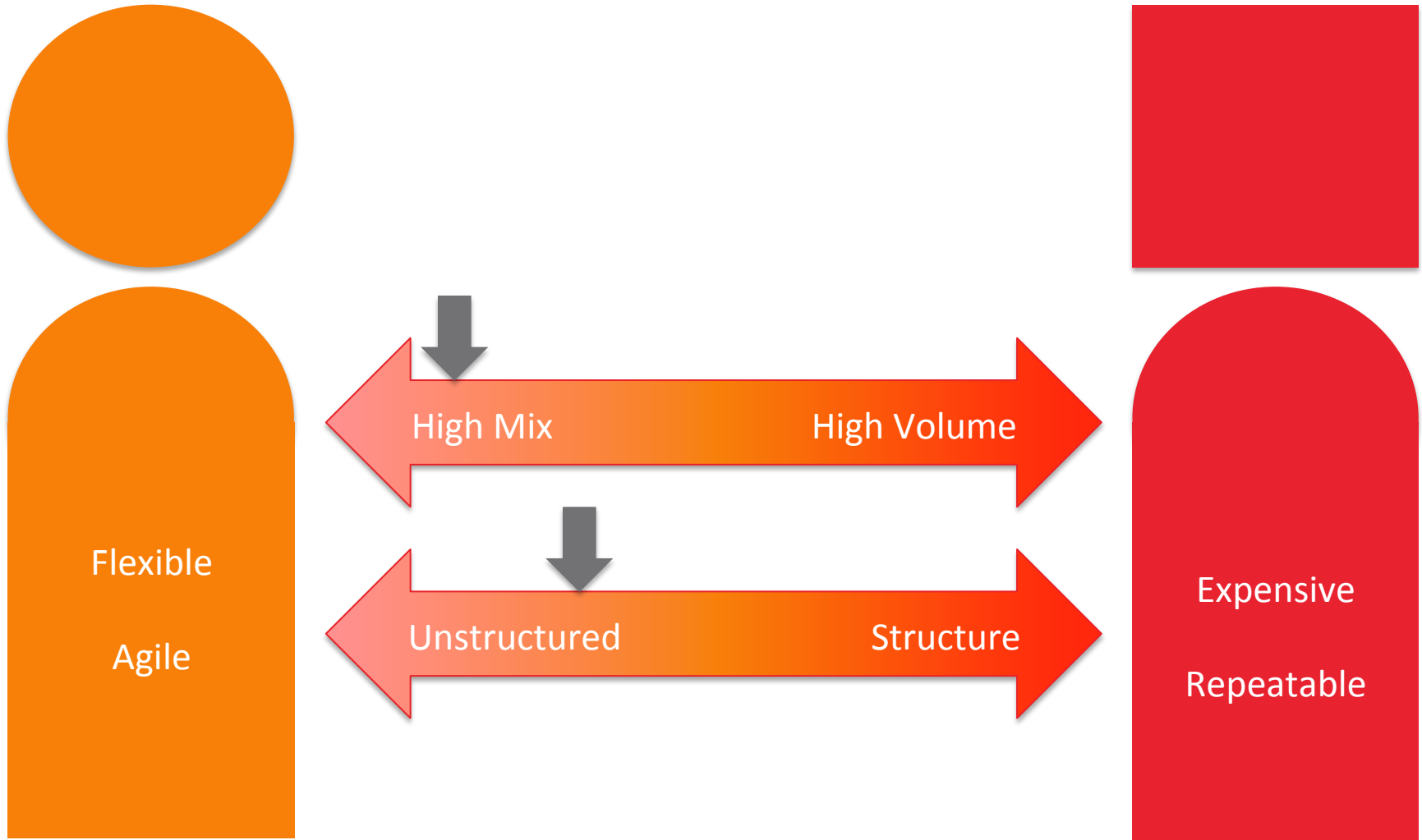
THE INTEGRATED WORKFORCE IS HERE



THE POWER OF “AND”

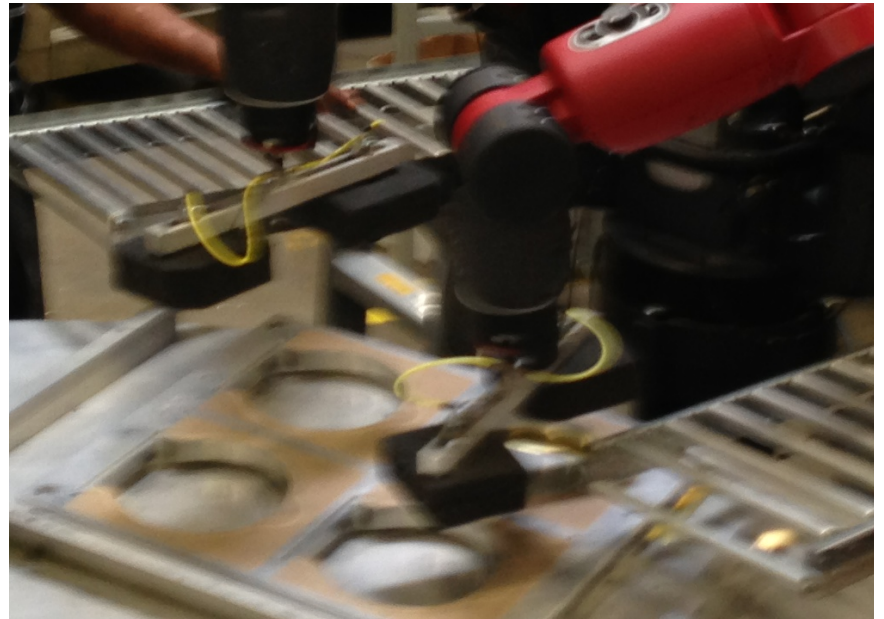
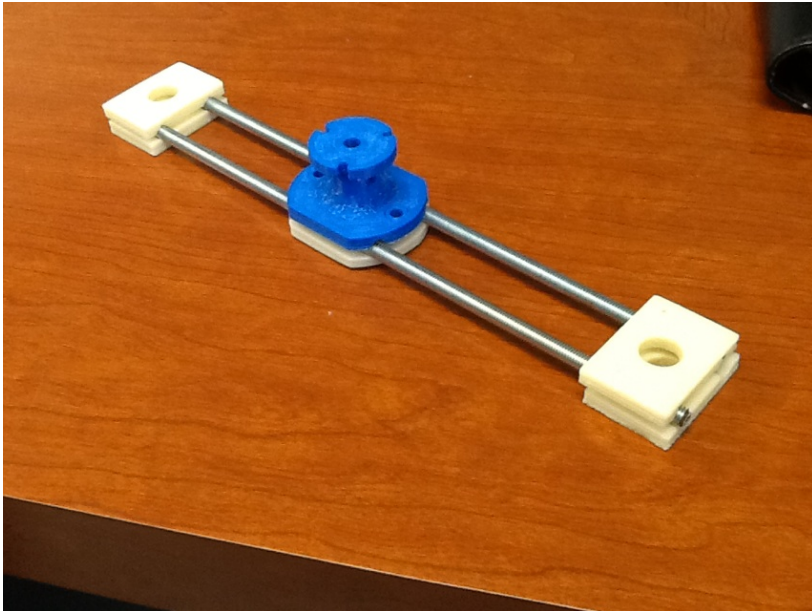


GENCO

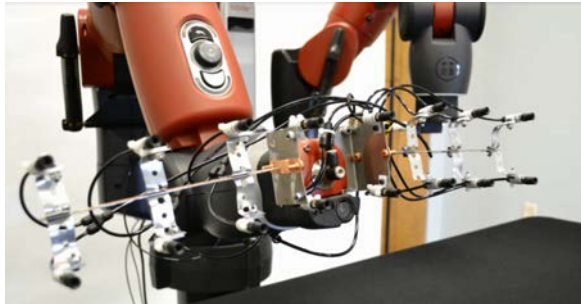
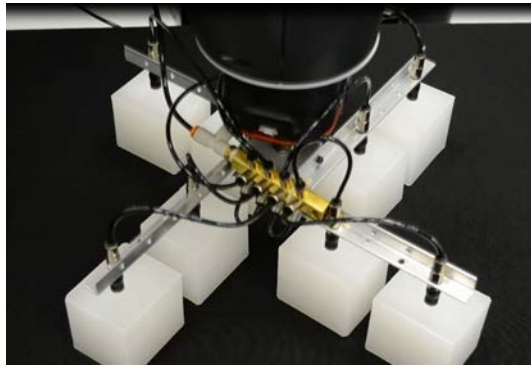




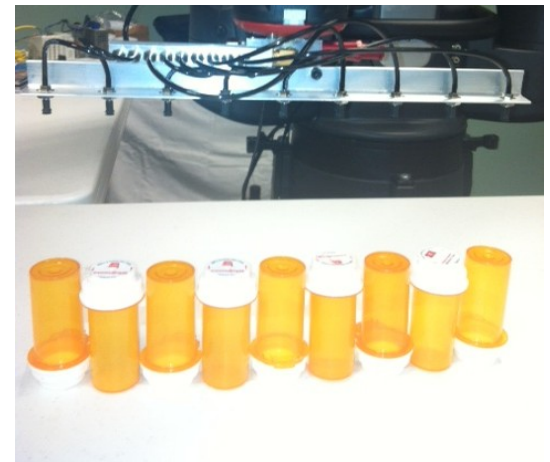
GENCO



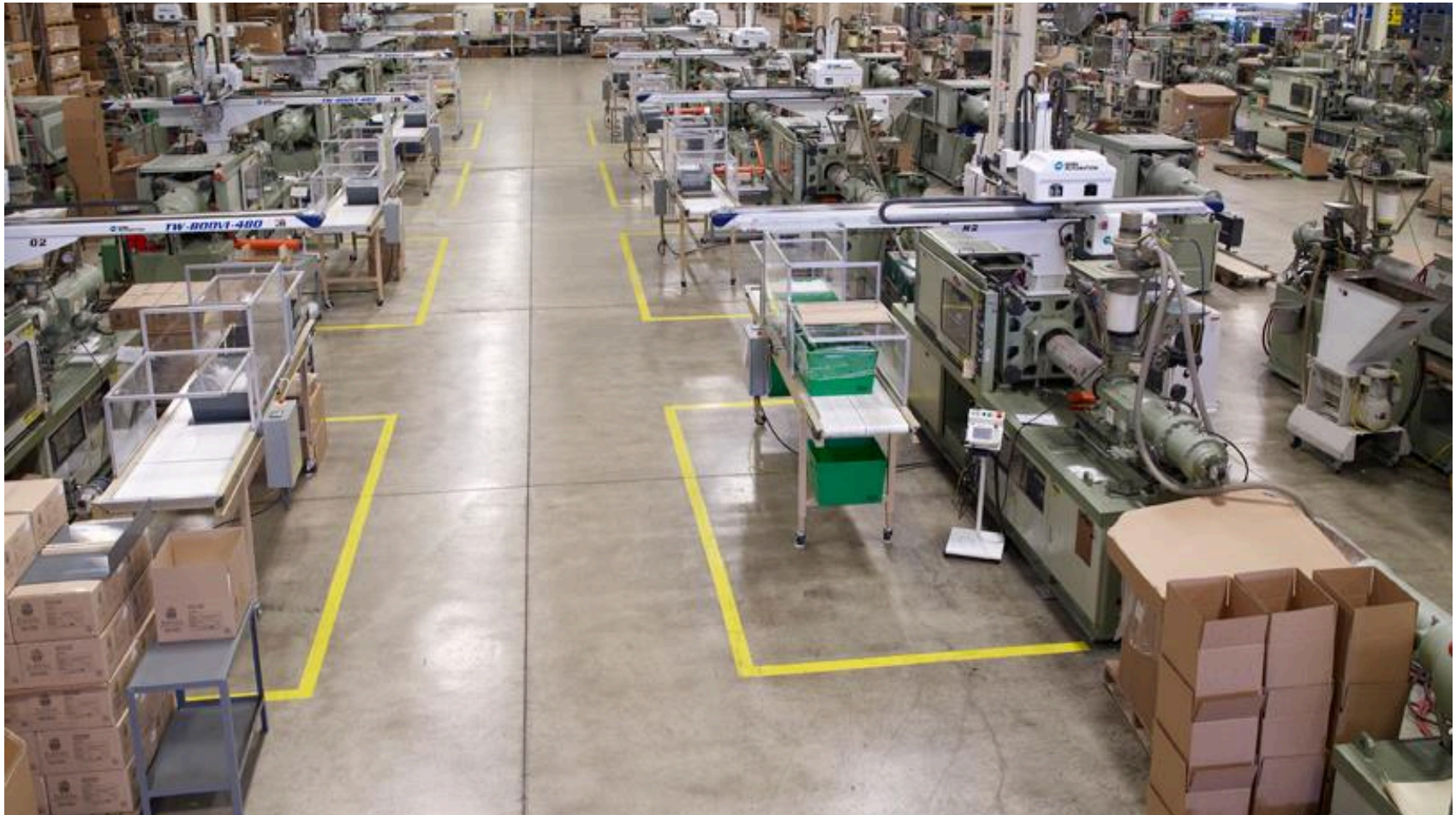
EXAMPLES OF CUSTOM END EFFECTORS



EXAMPLES OF CUSTOM END EFFECTORS



THE RODON GROUP



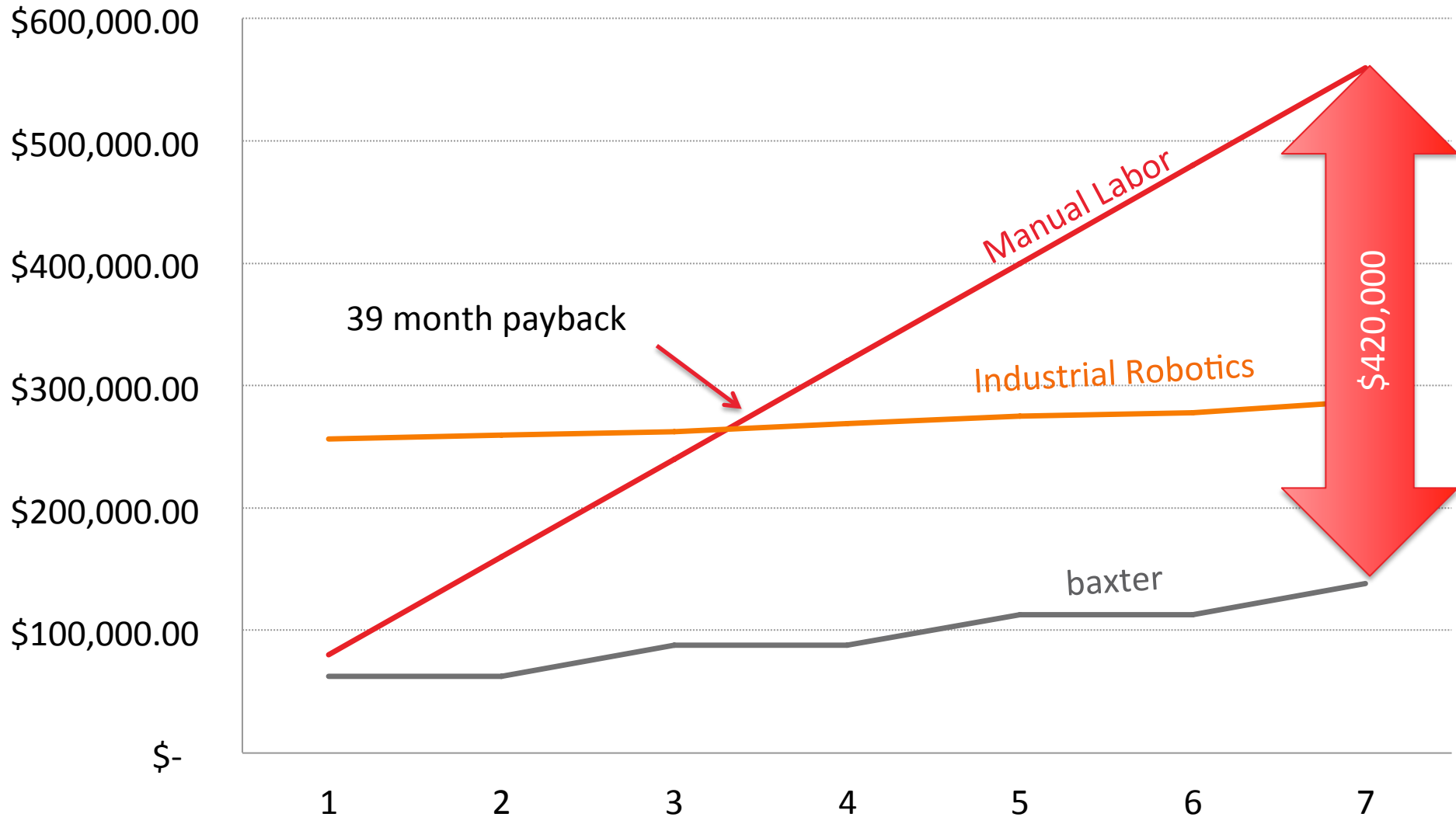
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Justification: Increased Agility

- Enhance Efficiency of Existing Talent
- Able to redeploy line workers from non-value to value added tasks.
- Able to say **YES** to more customers

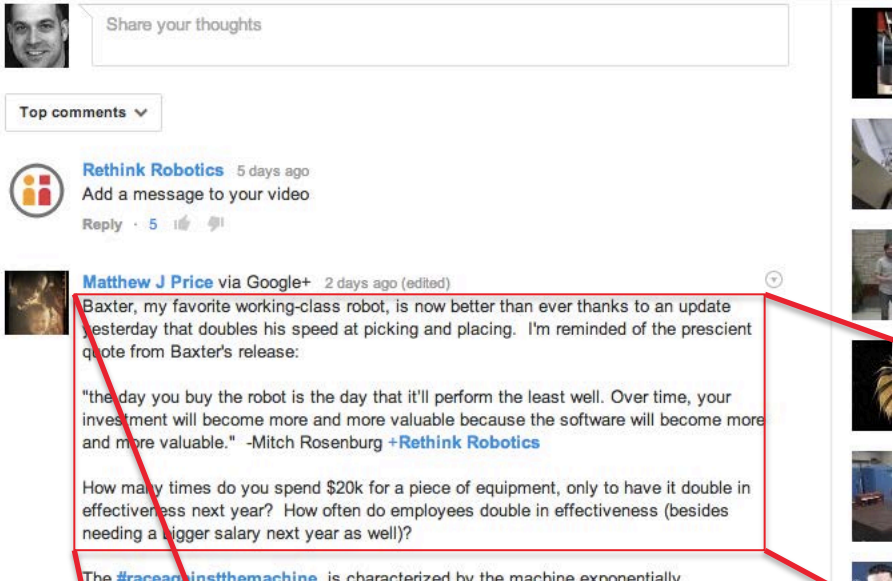
RESULTS



THE BIG PICTURE

			
Multiple robot families	Industry-leading software platform	Vibrant developer community creating apps	Worldwide presence

WHAT CUSTOMERS ARE SAYING



Share your thoughts

Rethink Robotics 5 days ago
Add a message to your video
Reply · 5

Matthew J Price via Google+ 2 days ago (edited)

Baxter, my favorite working-class robot, is now better than ever thanks to an update yesterday that doubles his speed at picking and placing. I'm reminded of the prescient quote from Baxter's release:

"the day you buy the robot is the day that it'll perform the least well. Over time, your investment will become more and more valuable because the software will become more and more valuable." -Mitch Rosenberg [+Rethink Robotics](#)

How many times do you spend \$20k for a piece of equipment, only to have it double in effectiveness next year? How often do employees double in effectiveness (besides needing a bigger salary next year as well)?

The #raceagainsthemachine is characterized by the machine exponentially accelerating,

What will Baxter do next?
[Show less](#)

Reply · 16

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