



Rethink Robotics Press Kit 2018

Welcome to the Rethink Robotics online press kit. Designed to help support the many media inquiries we receive, this page will be regularly updated with new photos and content that can help you meet your deadlines. **If you have a specific media request, please email our agency at rethinkrobotics@corporateink.com.**

About Rethink Robotics

Rethink Robotics is transforming the way manufacturing gets done, with smart, collaborative robots able to automate the 90 percent of tasks that until now, have been beyond the reach of traditional automation. The industry's first fully integrated collaborative robots, [Sawyer](#) and [Baxter](#) are powered by the [Intera](#) software platform, adapt to real-world variability, can change applications quickly and perform tasks like people do. Intera 5.2, equipped with Intera Insights, provides insightful production data at a glance, displaying real-time manufacturing data and KPIs on a customizable dashboard. The [ClickSmart](#) family of gripper kits allows manufacturers to deploy automation faster, more intelligently, in more tasks and applications all through a single source: Rethink Robotics.

The result: manufacturers of all shapes, sizes and industries get the fast-to-deploy, easy-to-use and versatile automation solution they need to increase flexibility, lower cost and accelerate innovation.

Based in Boston, the Rethink product suite is available in Asia, Europe and North America. The company is funded by Bezos Expeditions, CRV, Highland Capital Partners, Sigma Partners, DFJ, GE Ventures and Goldman Sachs. For more information about Rethink Robotics, please visit www.rethinkrobotics.com and follow us on Twitter at [@RethinkRobotics](https://twitter.com/RethinkRobotics).

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- Visit our [press release page](#) for the latest news and announcements from our team.
- For information on the collaborative robotics industry visit [Cobot Central](#).

Frequently Asked Media Questions

1. What is the difference between a collaborative robot and a traditional industrial robot?

Traditional industrial robots have been deployed in manufacturing facilities for decades, but because of practical and economic limitations, manufacturers have only been able to automate approximately 10 percent of factory tasks, requiring the other 90 percent to be done by humans, no matter how mundane or repetitive they may be. Traditional industrial robots enable a high volume, low mix model of manufacturing, but that model fails to meet the demands of low volume, high mix manufacturing that defines today’s increasingly personalized and customized world. Furthermore, traditional robots are expensive, inflexible and unsafe to deploy in close proximity to humans without safety cages. In contrast, Rethink’s smart, collaborative robots can adapt to real-world variability, change applications quickly and perform tasks like people do. Our collaborative robots are finally enabling manufacturers to begin automating that other 90 percent of tasks, and providing new avenues for manufacturers to improve their processes and remain competitive.

2. How are Baxter and Sawyer programmed/trained?



Unlike traditional industrial robots that take hundreds of hours to program, and require a highly paid engineer or consultant with programming expertise, Baxter and Sawyer can be trained to perform a task in a matter of minutes. With a true train-by-demonstration method, Baxter and Sawyer learn new tasks when a worker takes Baxter or Sawyer's "wrist" and shows the robot how to perform a task. This allows employees with little to no technical background to deploy and redeploy the robot on different tasks quickly and effectively, therefore saving time and money.

3. What are the differences between Baxter and Sawyer?

Baxter and Sawyer are part of the Rethink family of smart, collaborative robots, and both are run on our revolutionary [Intera software platform](#). Although both robots are capable of many tasks, Baxter is specifically designed for operations such as material handling, packaging and line loading/unloading, while Sawyer's smaller footprint and higher precision make it ideal for machine tending. For a full comparison of the two robots see [Baxter's data sheet](#) and [Sawyer's data sheet](#).

4. What industries use Rethink's robots? What tasks do they perform?

Baxter and Sawyer work in a wide variety of industries, including plastics, contract manufacturing/packaging, electronics, automotive, metal fabrication, consumer goods and research and education. The robots are not limited to those spaces; they are adaptable to virtually any environment, and can be used for tasks that cross a number of industries, including packaging, line loading and unloading, kitting, machine tending, circuit board testing and material handling.

5. In what regions are Baxter and Sawyer being sold?

Rethink's robots are sold through strategic partnerships in North America, Europe, Asia-Pacific and more.

6. What makes these robots safe?



Baxter and Sawyer were designed from the ground up with safety in mind. Traditional industrial robots can be very dangerous when interacting with humans, and therefore are kept behind giant metal safety cages to protect human workers. In contrast, Baxter and Sawyer are designed to work directly alongside people in a factory setting, making it possible to deploy them in environments which have historically been off-limits to robotic automation.

Both robots have built in force-sensing capabilities that prompt the robots to stop whenever they make contact with another entity. This feature is made possible by Series Elastic Actuators in each joint, which compel the robots' arms to not only sense contact, but have some built-in flexibility and "give" like a human arm. This feature makes Rethink's robots so safe that children can safely interact with – and even train – Baxter and Sawyer.

7. Are these robots taking people's jobs?

Collaborative robots are designed to work side by side with humans, and are helping tackle monotonous, boring and unsafe jobs on the factory floor. Globally, manufacturers are facing severe labor shortages; according to a recent report from Barclays, there will be 200 million unfilled manufacturing jobs by 2020. By deploying Baxter and Sawyer on the factory floor, companies can fill those gaps, and use their employees for interesting, high value jobs. Not a single one of our customers has laid off a person as a result of purchasing a Rethink collaborative robot.

8. What is Rethink's newest software platform, Intera 5.2?

Built on the backbone of the industry's best train-by-demonstration software that powers the world's fastest-to-deploy robots, Intera 5.2 is paving the way for smart manufacturing and helping companies build factories of the future. Intera 5.2 disrupts traditional system integration and allows manufacturers to deploy full work cell automation in a matter of hours, not weeks.

Intera 5.2, however, isn't just the latest software update; it's a gateway to the industrial internet of things (IIOT) and is helping companies drive immediate value in the era of digital manufacturing. This powerful software is the first of its kind to begin connecting everything from a single controller, extending the smart, flexible power of its robots to the entire work cell by simplifying automation and providing unparalleled speed to deployment.



Intera 5.2, built off the groundbreaking Intera 5 software, gives manufacturers new access to data, KPIs and insights into production on a customizable dashboard. Intera Insights, powered by Intera 5.2, provides digestible and actionable, real-time manufacturing data at a glance, saving manufacturers time and money.

9. What is the ClickSmart family of gripper kits?

The ClickSmart family of gripper kits allows manufacturers to deploy robots faster, more intelligently, in more tasks and applications and without any time-consuming customization. Never before has a robot manufacturer offered a single source solution for fully integrated deployments. Through the combination of Sawyer, Intera 5.2 and ClickSmart, the single source is Rethink Robotics. For more information about ClickSmart, download the product [datasheet here](#).

The ClickSmart family of gripper kits contains the essential components that allow end users to quickly construct end effectors suitable for most automatable tasks allowing faster deployments, saving manufacturers hours in programming and sourcing these parts. The ClickSmart series includes five different categories of gripper kits and a ClickSmart Plate with embedded sensing, gripper recognition and the ability to access actuators and sensors through Rethink Robotics' software platform.

Rethink Robotics Executive Bios

Rodney Brooks

Founder, Chairman and Chief Technology Officer

A world-renowned pioneer in the robotics industry, Rodney co-founded iRobot (NASDAQ:IRBT) in 1990 and was instrumental in developing and launching the Roomba vacuum cleaner. Refusing to accept traditional automation as the only option for manufacturers, Rodney left iRobot to found Rethink Robotics and launch Baxter, the world's first collaborative robot. He was the founding director of MIT's Computer Science and Artificial Intelligence Laboratory, and he taught at MIT between 1984 and 2010. Rodney has delivered two





[internationally acclaimed TED Talks](#), spoken at the World Economic Forum, keynoted at SXSW and numerous other high profile events, and has been featured in a wide variety of news outlets ranging from 60 Minutes to the New York Times.

Scott Eckert

President and Chief Executive Officer

Scott joined Rethink Robotics as its CEO in 2010, leading the company from its pre-product start-up stage through multiple rounds of venture financing, global expansion, and scale. Prior to joining Rethink, Scott was President and CEO of Motion Computing, the leading provider of tablet PCs for vertical markets, taking the company from a startup to #1 in the world in its category. Motion was subsequently acquired. Prior to Motion Computing, Scott was an executive at Dell, Inc. and widely known as the founder and general manager of Dell's worldwide Internet business unit. Under his leadership, Dell's internet business grew from zero to a multi-billion dollar business unit and the world's largest e-commerce business at the time. Scott was also Managing Director for Dell's Home and Small Business Division in the UK and Ireland, one of the company's largest international business units. Prior to entering the technology industry, Scott spent a number of years in strategy consulting and as part of a turnaround team in the consumer product industry. Scott holds a BA in Quantitative Economics from Stanford University and an MBA from Harvard Business School. He is a member of the Board of Directors of the Robotic Industries Association (RIA). Scott has been featured in broadcast and print publications including Bloomberg Television, CNBC and the Wall Street Journal.



Jim Lawton

Chief Operating Officer

From his early days at HP, Jim has built his career on finding better ways for manufacturers to succeed. During his years in the manufacturing community, Jim saw enormous untapped potential for robotics in manufacturing, which led him to the role of chief





product and marketing officer with Rethink Robotics. Jim's manufacturing and supply chain expertise is vital to helping Rethink simplify and redefine automation. Prior to Rethink Robotics, he was an executive at Dun & Bradstreet leading an innovative new data and analytics business unit on track to deliver several hundred million in revenue. Jim writes a Forbes column dedicated to innovation in manufacturing, and he has spoken at numerous industry conferences, including IndustryWeek Best Plants, RoboBusiness, CES, SXSW and more. Jim has appeared in news outlets that include Bloomberg TV, Reuters, Harvard Business Review and the Associated Press.

Jason Barton

Chief Revenue Officer

Jason's career has been focused on driving global expansion and revenue growth in new market categories. Jason specializes in connecting both commercial and consumer companies to innovative technology solutions that enhance their market position and provide a competitive advantage. Prior to Rethink Robotics, Jason served as COO of EnergyHub, vice president of global sales and marketing at Segway, and head of the U.S. enterprise business at Palm, Inc. Most recently, Jason was featured in Asian media introducing Rethink's entrance into the Chinese market.

