



## Rethink Robotics Press Kit 2018

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### About Rethink Robotics

Rethink Robotics' collaborative robots transform the way work gets done in manufacturing and distribution operations. Powered by the Intera software platform, its Sawyer and Baxter® cobots can be trained and on the job in a matter of hours, are designed to work safely alongside people, and are highly reliable, adaptable and easy-to-use. Deployed globally, Rethink Robotics' cobots provide a cost-effective industrial automation solution to several of the toughest issues manufacturers face today, including a shortage of skilled labor, sustainable levels of quality and efficiency and an opportunity to automate a wide range of tasks on the factory floor.

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](http://www.rethinkrobotics.com) and follow us on Twitter [@RethinkRobotics](https://twitter.com/RethinkRobotics).

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## Company and Industry News

- 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 today's increasingly personalized and customized world that is defined by a low-volume, high-mix model. 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 much more than they ever could before, and providing new avenues for manufacturers to improve their processes and remain competitive.

### 2. How is 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, Rethink Robotics' Sawyer cobot can be trained to perform a task in a matter of minutes. With a true train-by-demonstration method, Sawyer learns new tasks when a worker holds Sawyer's "wrist" and shows the robot how to perform a task. This simplicity 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 makes Sawyer a leading cobot choice for manufacturers?**

Sawyer ([data sheet](#)) is driven by a combination of industry-leading Intera software and advanced hardware solutions. The robot has a small footprint and higher level of precision than most cobots, making the robot ideal for small areas on the factory floor. Rethink Robotics' Clicksmart family of gripper kits provides an array of end effectors that are suitable for a variety of tasks, reducing the need for custom design and speeding up time to deployment. Sawyer has helped manufacturers across industries see improvements in throughput, cycle time and other key productivity measures, and yields a return on investment in under four months.

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

Sawyer works 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 numerous industries, including packaging, pick and place, quality inspection, machine tending, circuit board testing and material handling.

### **5. Where is Sawyer available?**

Sawyer is available across North America, Europe and Asia-Pacific, and thousands of Sawyers are deployed in factories across the globe today. We've built strategic, collaborative partnerships with highly qualified distributors in these regions to extend our reach to countless manufacturers, helping them automate more.

### **6. What makes these robots safe?**

Sawyer was 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, Sawyer works directly alongside – and often interacts directly with – people in a factory setting, making it possible to deploy them in environments which have historically been unreachable by robotic automation.



Sawyer has force-sensing capabilities that prompt the robot to stop immediately whenever it comes in contact with another entity. This feature is made possible by sensitive torque sensors embedded into every joint. Sawyer's built-in force sensing allows you to control force where delicate part insertion is critical, or use force feedback in tasks where you need to verify that parts are seated properly. This feature also makes Rethink's robots so safe that all types of workers can safely interact with – and even train – Sawyer.

### **7. Are these robots taking jobs away from human workers?**

Around the globe, every manufacturer we talk to cites a universal challenge: finding skilled labor to work on the factory floor. A combination of factors contributes to this situation: retiring baby boomers, a lack of interest from younger generations in performing factory jobs, cultural phenomena like the opioid crisis in key manufacturing hotbeds, etc. According to a recent report from Barclays, there will be 200 million unfilled manufacturing jobs by 2020, and that number could grow into the next decade. Collaborative robots are perfectly poised to help fill this gap because they are designed to work side-by-side with humans, and are tackling monotonous, boring and unsafe jobs on the factory floor. Sawyer lets manufacturers leverage its human workers in higher value roles, increasing productivity, improving employee satisfaction and retention and driving throughput.

### **8. What is Rethink's newest software platform, Intera 5?**

Built on the backbone of the industry's best train-by-demonstration software that powers the world's easiest-to-deploy robots, Intera 5 is paving the way for smart manufacturing and helping companies build factories of the future. Intera 5 disrupts traditional system integration and allows manufacturers to deploy full work cell automation in a matter of hours, not weeks.

Intera 5 is 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, adaptable power of its robots to the entire work cell by simplifying the automation of more tasks and providing unparalleled speed to deployment.

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



PROFINET® and EtherNet/IP™ Fieldbus Protocols are built into Intera 5, so the robot can easily communicate natively with PLCs and other devices that use these standards.

## 9. What is ClickSmart technology?

The open ClickSmart platform consists of a family of gripper kits coupled with smart software that automatically detects the end effector in use. This technology allows manufacturers to expedite successful deployments, with more robots, more intelligently, in more tasks and applications and without any time-consuming customization. One of the biggest challenges for all robot deployments is end-of-arm tooling. Rethink's goal is to enable customer success by delivering solutions for these types of real world platforms. Never before has a robot manufacturer offered such an advanced automation solution for fully integrated deployments. Through the combination of Sawyer, Intera 5 and ClickSmart, the partner to work with is Rethink Robotics. For more information about ClickSmart, download the product [datasheet here](#).

The ClickSmart plate readily works with leading gripper manufacturers, and makes it easy to connect, configure and deploy end-of-arm tools by enabling any third-party gripper to become truly plug-and-play with Sawyer. The one-click quick connect base give customers the flexibility to change production grippers over in seconds. The embedded inputs and outputs offer digital and analog connectivity and power, reducing the need to route wires externally up the robot arm and giving customers the ability to control the gripper right within the Intera Software.



## 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 No. 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 U.K. 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 immersed in the manufacturing world, Jim saw enormous untapped potential for robotics in manufacturing, which led him to the role of chief operating 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, IndustryWeek, Automation World 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.

