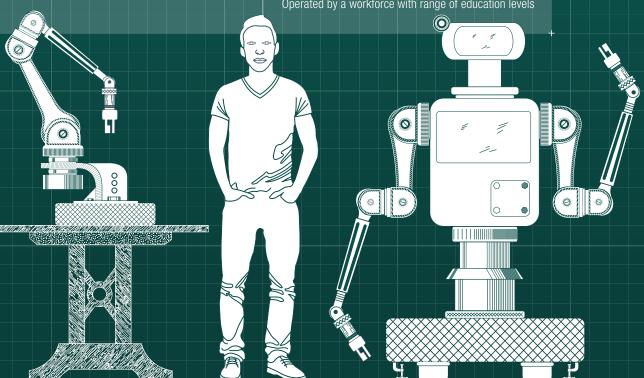
Market Opportunities

REPRESENTATIVE TECHNOLOGIES

6 or 7 DoF articulated arms Force sensing / force control No pinch points / sharp edges Programming by demonstration Lightweight construction / new materials Integrated sensors (torque, vision, sonar etc.) Software centricity / intelligence / "perception" Compliant / gravity compensated / backdrivable arms

OPERATIONAL CAPABILITIES

Relatively low cost / rapid ROI Programmed easily and quickly Rapid deployment and integration Lightweight systems / small footprint Human scale size and operating range Work safely and effectively with humans Lower power / maintenance requirements Versatile, supports multiple automation tasks Operated by a workforce with range of education levels



BUSINESS DRIVERS

Offset increase labor costs Increase automation levels

Reduce automation costs / risks

Overcome labor pool variability

Increase manufacturing agility / flexibility

Introduce new products/applications / markets Support variable production / mass customization

Address increased consumer expectations / demands



POLITICAL / SOCIAL IMPERATIVES

Back reshoring initiatives

Maintain / increase high wage jobs

Increase exports of manufactured products

Address international competition / globalization

Increase levels of high value manufacturing overall

Support small-to-medium businesses manufacturing

Develop solutions for shrinking / variable / unsuitable labor pools

COLLABORATIVE ROBOTICS PLATFORM REVENUE US\$1B US\$94.8M 2020 2015

FURTHER ROBOTICS COVERAGE AREAS











