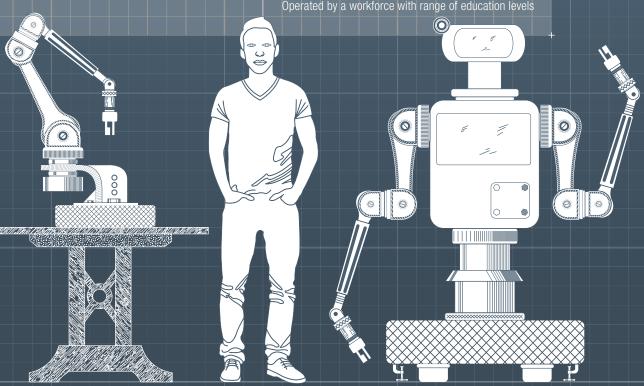
# **Market Opportunities**

### REPRESENTATIVE TECHNOLOGIES

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





### **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











