A Different Kind of Robotics Company.

At Rethink Robotics, we believe all manufacturers, regardless of size and technology experience, should have an equal opportunity to benefit from industrial robots. They should be affordable. They should be safe to operate around people. They should be easy to train and work right out of the box. And most of all, they should help U.S. manufacturers increase production while keeping jobs from migrating overseas.

Simply put, we are rethinking robotics. And we think you will, too.
Today’s manufacturing robots are big and stiff, unsafe for people to be around, engineered to be precise and repeatable, not adaptable. Normal workers can’t touch them... What if ordinary people could touch robots? What if ordinary people got to interact with them and use them?

Rodney Brooks,
Remaking Manufacturing with Robots, Maker Faire 2009

A Different Kind of Robot.


These are not phrases typically associated with industrial robots, to be sure. But then, there are no ordinary industrial robots. Baxter™, our flagship robot, was designed and built with the sole purpose of performing simple, repetitive tasks that are difficult to automate. Unlike common industrial robots that are limited to performing programmed motions, Baxter was engineered with ‘common sense.’ It quickly adapts to changes in its task and environment in ways that make it a far more versatile automation tool for jobs such as discrete part handling, loading/unloading lines, machine tending, light assembly and more.

Aside from being incredibly affordable when compared to the base cost and combined expense of caging, integrating and programming a traditional industrial robot, Baxter offers six key advantages:

1. No programming – easily trained by line operators, with no expertise in software, robotics or application engineering required.
2. No safety cages – works safely alongside human operators in a production environment.
3. No integration – can be taken out of the box, taught a task, and working on a production line in under an hour.
4. Works intelligently – comes pre-programmed with an understanding of its tasks, is aware of its environment and adjusts to changes.
5. Versatile and capable – performs a wide range of tasks, switching quickly and easily between jobs as needed.
6. Extensible platform – regular software updates provided to further increase capabilities and performance.

Rethink Robotics was founded in 2008 by robotics pioneer Rodney Brooks, co-founder of iRobot® and former director of MIT’s world-renowned Computer Science and Artificial Intelligence Laboratory. As Chairman and CTO of Rethink Robotics, Rodney is devoted to creating smarter, more adaptable, low-cost robotic solutions that can help manufacturers to improve efficiency, increase productivity and reduce their need for offshoring.