

## 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.

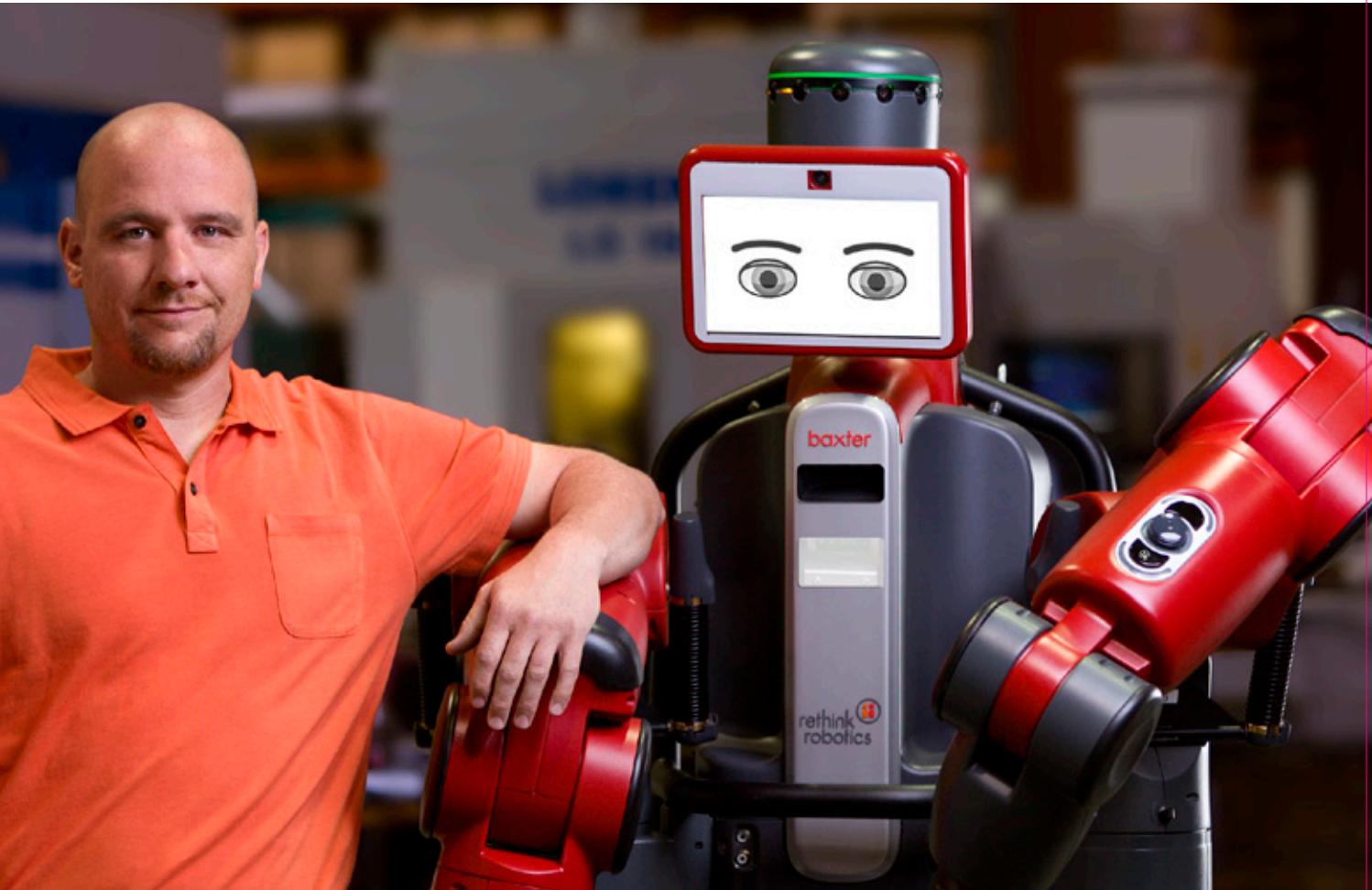


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rethink manufacturing.  
rethink offshoring.  
rethink robotics.

Robots with Common Sense™



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**rethink robotics**

◀ 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.

**rethink manufacturing**  
Our robots are showing up in all sorts of unexpected places – from small job shops to global manufacturing giants – where robots were not considered feasible due to expense or inflexibility. And at these companies, the human workforce is getting a promotion: from performing repetitive tasks to training and supervising robots. The result? Greater productivity. Fewer repetitive motion injuries. And a more productive, well-trained workforce.

**rethink offshoring**  
Revitalizing American factories with new, cost-effective automation technology can greatly reduce the need for low-cost offshoring of simple processes that are difficult to staff. And by keeping that work in-house, manufacturers can also maximize quality, protect their intellectual property and streamline supply chains for improved responsiveness.

**rethink robotics**  
Computer mainframes were once incredibly expensive, locked behind closed doors and usable only by specialized technicians – much like today's typical robot technologies. Today, personal computers have put the power of the mainframe into the hands of the office worker, providing a productivity tool that few people today could imagine living without. In our view, the evolution of industrial robots will have a similar impact on the workforce, inspiring a new manufacturing revolution in America by putting the power of safe, cost-effective automation in the hands of today's factory workers. The possibilities are endless – and extremely exciting.

## A Different Kind of Robot.

### Versatile. Affordable. Common sense.

These are not phrases typically associated with industrial robots, to be sure. But then, these 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 its 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 differs from standard robotics solutions in six key ways.

- 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.



"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 200