

# BOSTON ROBO *Opportunity!*

MOBILE ROBOTS INC.  
APRIL 14  
Business & Career Opportunities! [www.mobilerobots.eventbrite.com](http://www.mobilerobots.eventbrite.com)

**THE ROBOTS ARE COMING TO BOSTON!** To bring business opportunity and new career options at *ROBO Opportunity: Boston* April 14 at the Back Bay Hilton!

The public is familiar with only a few mobile robots, like household vacuums and military bomb-defusers. More sophisticated autonomous commercial robots have remained tightly controlled competitive secrets. However, the secrets are getting out, with developers building robotic applications for: facility operation, security, risk reduction, compliance verification, enterprise intelligence, flexible manufacturing, asset tracking, inspection, remote operations, eldercare, disability independence and hundreds of other uses.



The ROBO Opportunity Roadshow will focus on applications up and running today and the business and career opportunities surrounding them, but it also paints a timeline for how today's entrepreneurs are laying the groundwork for tomorrow's exponential growth, in areas such as:

- o Healthcare and laboratories
- o Security integration, asset tracking and protection
- o Manufacturing, inspection and testing
- o Lean and green facility management
- o Hotel and hospitality
- o Communications
- o Enterprise knowledge management

Like all paradigm-shifting technologies, robots are creating new job categories, such as:



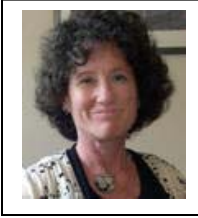
- o Enterprise Building Information Modeling: autonomous robots typically operate within an enterprise framework based on Building Information Models; people are needed to scan buildings with the robots, to design, set-up and maintain the models, using robots and other devices, and more
- o Robot Installer: site review, installation & maintenance
- o Robot Integrator: integrating robots into security systems, factory controls, hospital automation systems, etc.
- o Robot Application Designer: integrating off-the-shelf bases, systems and programming for specific applications
- o Robot Programmer: building the core behaviors that underlie robotic systems
- o Robot Developer: customizing robot behaviors, tasks and personalities for specific customers
- o Robot Artist: designing animatronic faces, costumes, arms and other parts for robots



- Robot Technical Sales: requiring a great deal of experience and technical knowledge as well as good people and organizational skills
- Robot Manager: for large corporations with many robots, a facility-wide or enterprise-wide robot manager will be responsible for robot operations, security and maintenance
- Robot Operator: although autonomous robots typically do their jobs without manual intervention, there are some remote inspection and handling operations that involve robots and people collaborating closely
- Robot Assembler: the US is currently the leader in autonomous mobile robotics, and most platforms are manufactured and tested here in the US, but finding people who know how to use an allen wrench as well as they handle a joystick is not so easy these days!

ROBO	Opportunity Schedule	April 14, Back Bay Hilton
	9:00	Registration / Coffee & Danish / Exhibits Open
	9:30	<b>WAKE UP CALL</b> ROBOTS NOW: <b>Are You Missing Out?</b> Jeanne Dietsch, CEO, MobileRobots Inc
	10:00	<b>BUILDING INFO MGMT</b> <b>Robots in the Facility: In-building Robotic Data Collection</b> Stuart Rich, Enterprise GIS Practice Manager, PenBay Media
	10:30	<b>FACTORY-OF-TODAY</b> <b>Flexible Factories Need Flexible AGV Systems</b> William Torrens, Dir of Sales & Mktg, RMT Robotics
	11:00	<b>SECURITY</b> <b>Robots in Security</b> Skip Brandt, Dir of Security, Boston Park Plaza Hotel & Towers
	11:30	<b>HEALTHCARE &amp; LABS</b> <b>Robots for Materials Handling: Medical &amp; Lab Applications</b> Antonio Diodato, President, CCS Robotics
	12:00	<b>COMPETITIVE ADVANTAGE</b> <b>Luncheon: Competitive Advantage and ROI Scenarios</b> Steve O'Leary, Dir of Sales & Bus Dev, MobileRobots Inc
	12:30	Break / Exhibits
	12:45	<b>TECHNOLOGY BASICS</b> <b>Today's Robots: Easy as Point-n-Click</b> William Kennedy, CTO, MobileRobots Inc
	1:15	<b>SECRETS OF SUCCESS</b> <b>Successful vs. Unsuccessful Installation Examples</b> MobileRobots Staff & Participant Roundtable
	2:00	<b>ENTERPRISE CONTEXT &amp; INTEGRATION</b> <b>Expanding Robot Capabilities: Accessory &amp; Enterprise Integration</b> Matthew Vestal, Sales Engineer, MobileRobots Inc Christian Hahn, National Instruments
	2:45	Break / Exhibits
	3:00	<b>HANDS-ON USE</b> <b>Workshop: Set up Robot Demos in Less Than an Hour</b> Participants & MobileRobots Staff

## SPEAKERS



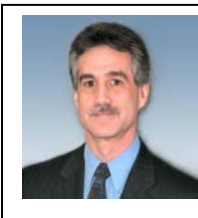
**Jeanne Dietsch, CEO MobileRobots Inc** has led MRI to become a manufacturer of thousands of intelligent mobile robots and a global leader in robotic bases for commercial/ industrial robot applications, with the most advanced

autonomy available. Ms. Dietsch co-authors the News & Views column in IEEE Robotics and Automation magazine, serves on the boards of Industrial Robot and Intelligent Service Robotics journals and helped found the Robotics Technology Consortium.



**Stuart Rich, Geospatial Practice Manager and Principal, Penobscot Bay Media** with more than 15 years experience developing database applications and GIS for organizations across the

U.S. and Japan. He has served as GIS analyst and project principal for several large projects including creating and installing Web Map Viewers at U Pitt Medical Center, US Air Force Air Combat Command and Smithsonian Institute. He has developed enterprise GIS systems for Langley Air Force Base and US Marine Corps. Mr. Rich has been a leader in the development of the Building Interior Space Data Model (BISDM), a data model for creating, storing, and sharing information about structures and their assets.



**Anthony J Diodato, Co-founder & President, Cypress Computers Systems, Inc** leads the CCS Robotics division. He developed the Speciminder pathology lab courier and Speciminder Secure platforms that drive ten thousand miles a year in hospitals and labs.

He has provided unique solutions to Homeland, Industrial, and Commercial security for 25 years. In addition to personally designing over 200 products, Tony led CCS from entrepreneurial startup to marketplace leader in the manufacture of electronic security and access controls, enterprise-class alarm monitoring and elevator access controls.

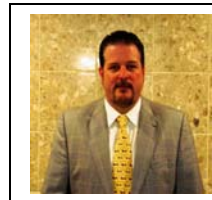
**William Torrens, Director of ADAM Sales, RMT Robotics** has driven sales of the ADAM autonomous factory robots, running 24X7 over a million miles a year on two continents. An engineer by training, Torrens understands the impact and politics behind robot adoption, as well as the business and technical requirements driving the sale.



**William Kennedy, PhD, CTO, MobileRobots Inc** has led the MRI since start-up to build its current fleet of robotic systems. Kennedy focuses on the user experience with mobile platforms. Prior to co-founding MRI Kennedy led A+

Publishing as editor-in-chief, running ten publications, including MacComputing. He first worked with Unix-like systems as Senior Editor of *SunWorld* magazine. Kennedy is also co-author of O'Reilly's *HTML/XHTML: The Definitive Guide*, which has sold over 3/4 million copies in 15 languages.

**Steven O'Leary, Director of Sales & Business**



**Development, MobileRobots Inc**, has taken on the mission to increase customer ROI by bringing solutions into industry vertical markets. Previously, O'Leary Co-Founded BioSecureIT Inc. where he was responsible for

creating a biometric access control system that uses facial recognition specifically for use in the FAA and other government agencies. Mr. O'Leary has been successful in identifying worldwide partners and direct clients during his 18 years building domestic and international reseller programs. Mr. O'Leary is an active member of the AFIO (Association of Former Intelligence Officers), ASIS and FBI/Infragard.



**Christian Hahn, Regional Program Manager, National Instruments, Industrial Measurements and Control** is responsible for providing in-depth technical and business expertise to real-time, embedded, and industrial

monitoring and control prospects and customers. Christian has worked for NI for over six years and specializes in industrial automation, aerospace, robotics, and other applications requiring embedded technologies. He holds a bachelor's degree in chemical engineering from Brigham Young University.

**Skip Brandt, Director of Security, Park Plaza Hotel**

heads the ASIS regional chapter and is a thought-leader throughout the New England security community.

**Matthew Vestal, Technical Sales Engineer,**

**MobileRobots Inc** has probably been involved in more autonomous robot site reviews and installations than anyone else in the world. Vestal is a graduate of Carnegie Mellon University, specializing in computer systems, robotics and networking.