



Innovation Beyond Specifications

Tony Melanson
VP Marketing, Aethon
tmelanson@aethon.com

Aethon: autonomous mobile delivery robot platform



TUG delivers materials and supplies through facilities.



History

THE SWATCH REVOLUTION



swatch+

Swatch Innovation

Network integration



Sales channel



Brand



Manufacturing process

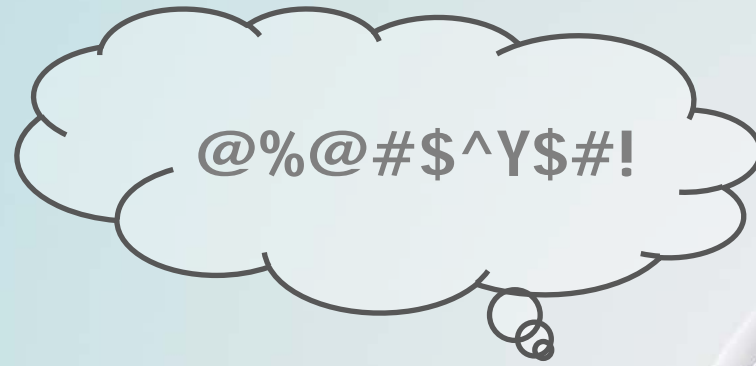


Customer engagement



System of products

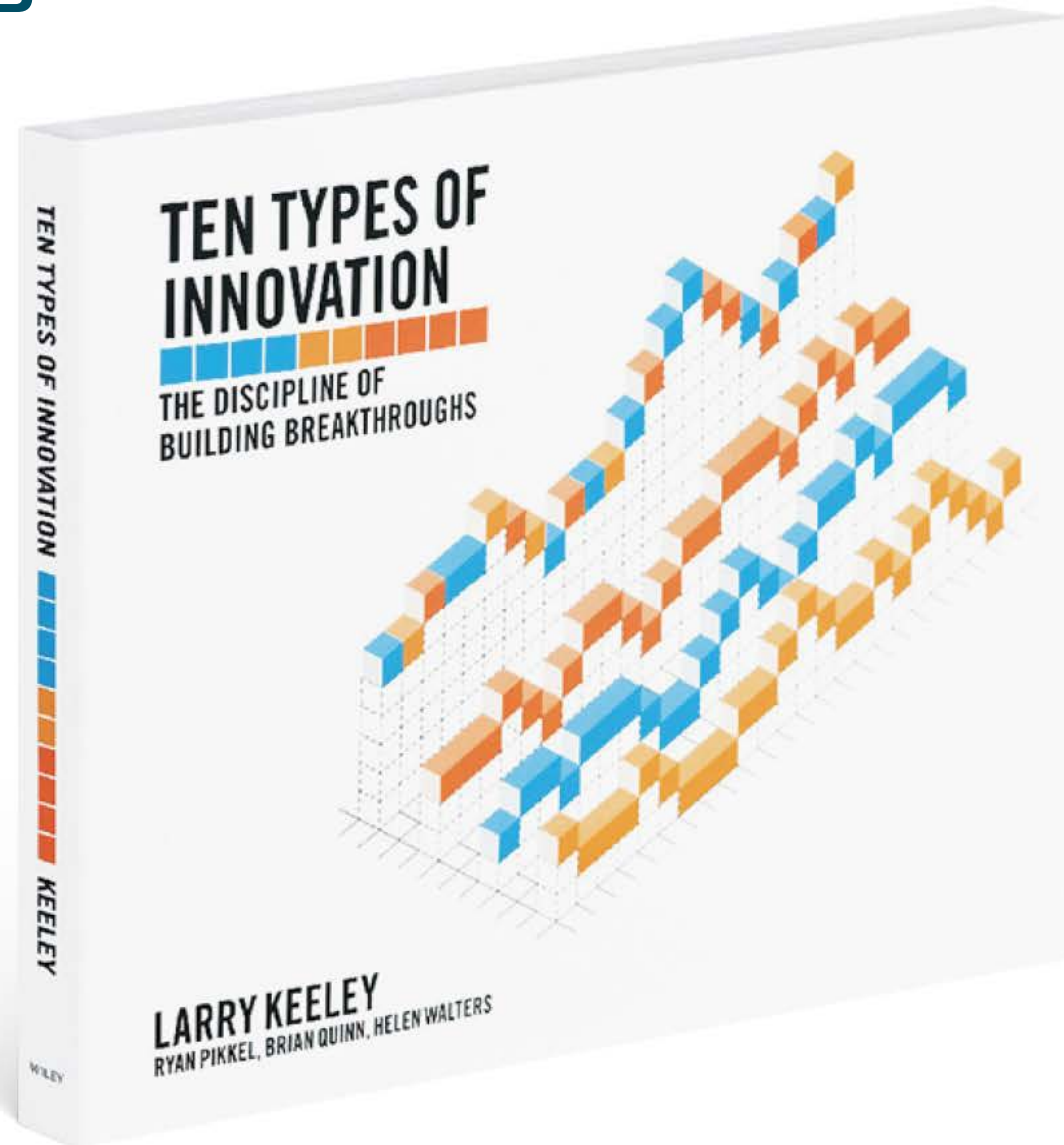




DO WE HAVE AN INNOVATION
CHALLENGE IN ROBOTICS?



Framework for systematic innovation



Ten types of innovation



COMBINE MORE
= MORE SUCCESS

Profit Model

Network

Structure

Process

Performance

System

Service

Channel

Brand

Customer
Engagement

*Above Average
companies
Use 2x more types*

Product

*2x Financial
Performance
5 Types*

Experience

TUG[®]

by AETHON

[Link to video](#)

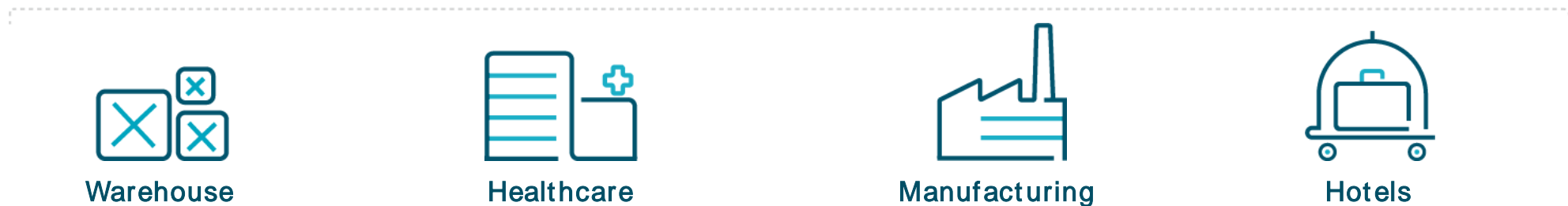


Aethon overview

We move essential materials to automate internal logistics



in multiple industries:



Founded in 2004

500 robots installed



75 employees



30,000 miles per month



HQ in Pittsburgh, PA



260,000 deliveries per month

Ten types of innovation at Aethon

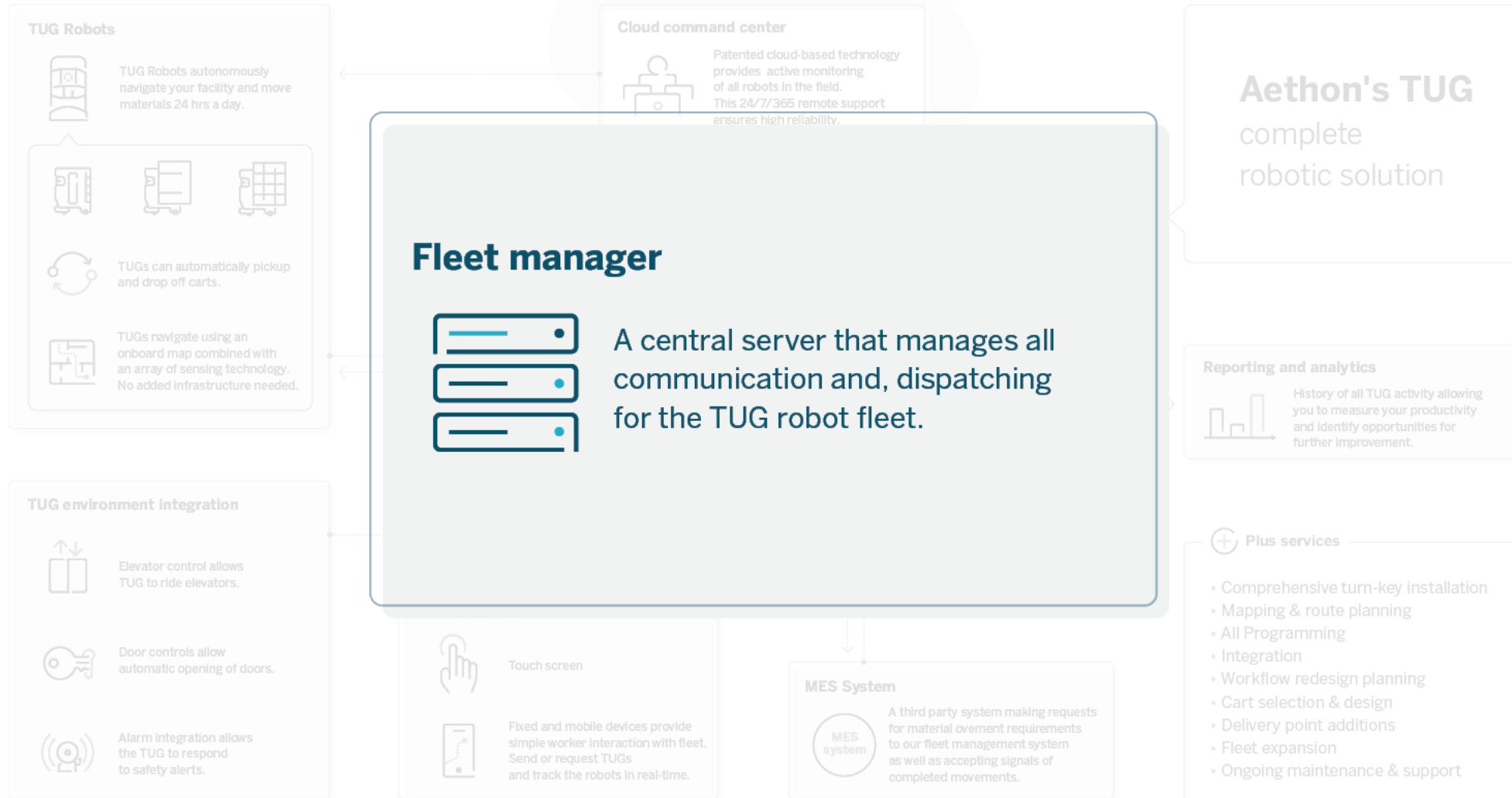


Autonomous mobile robot that delivers materials & supplies. Reliable. Easy. Safe.

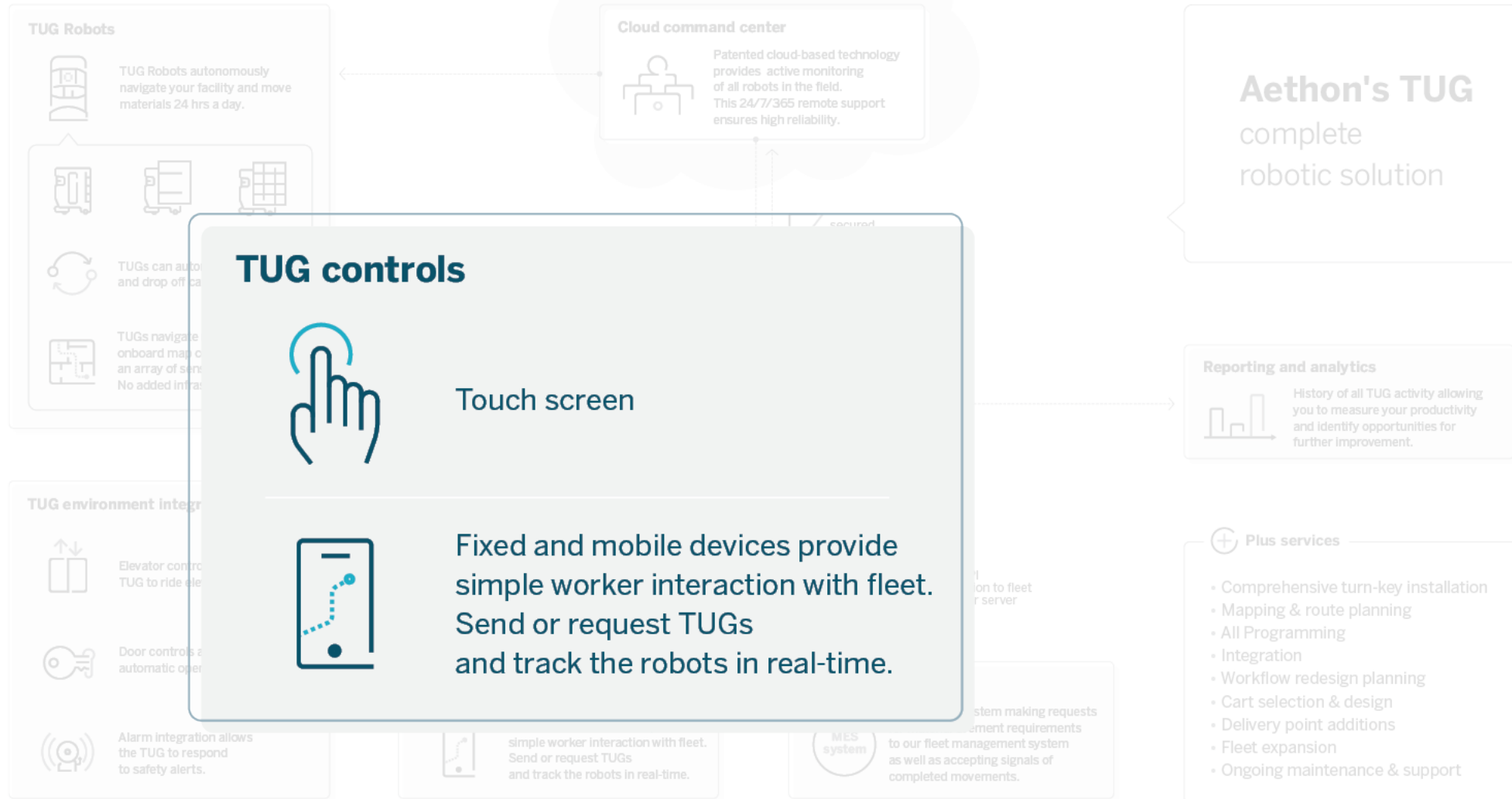


- Fleet management
- Infrastructure integration
- IT system integration
- Modular software system to track logistics

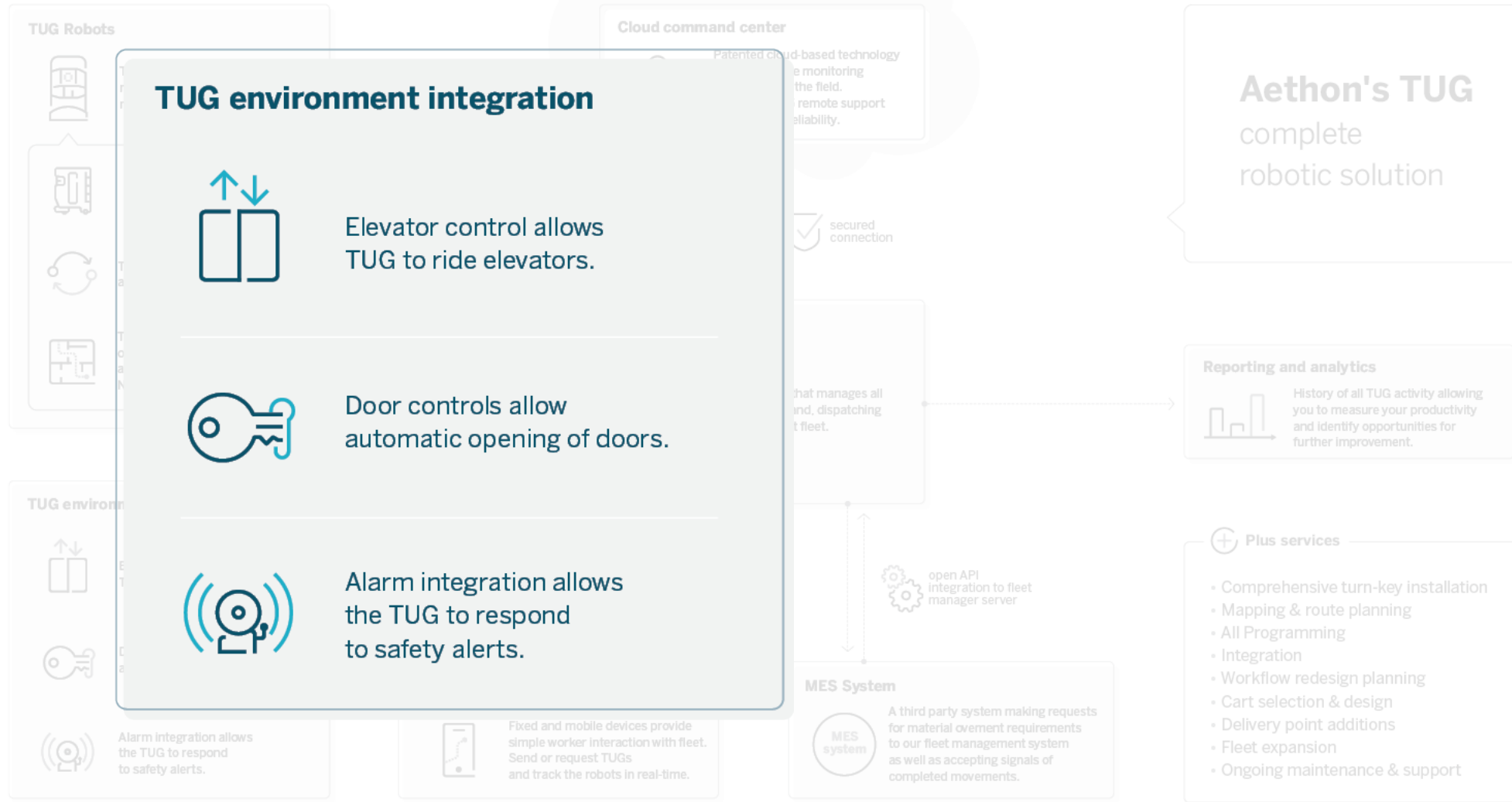
System Innovation



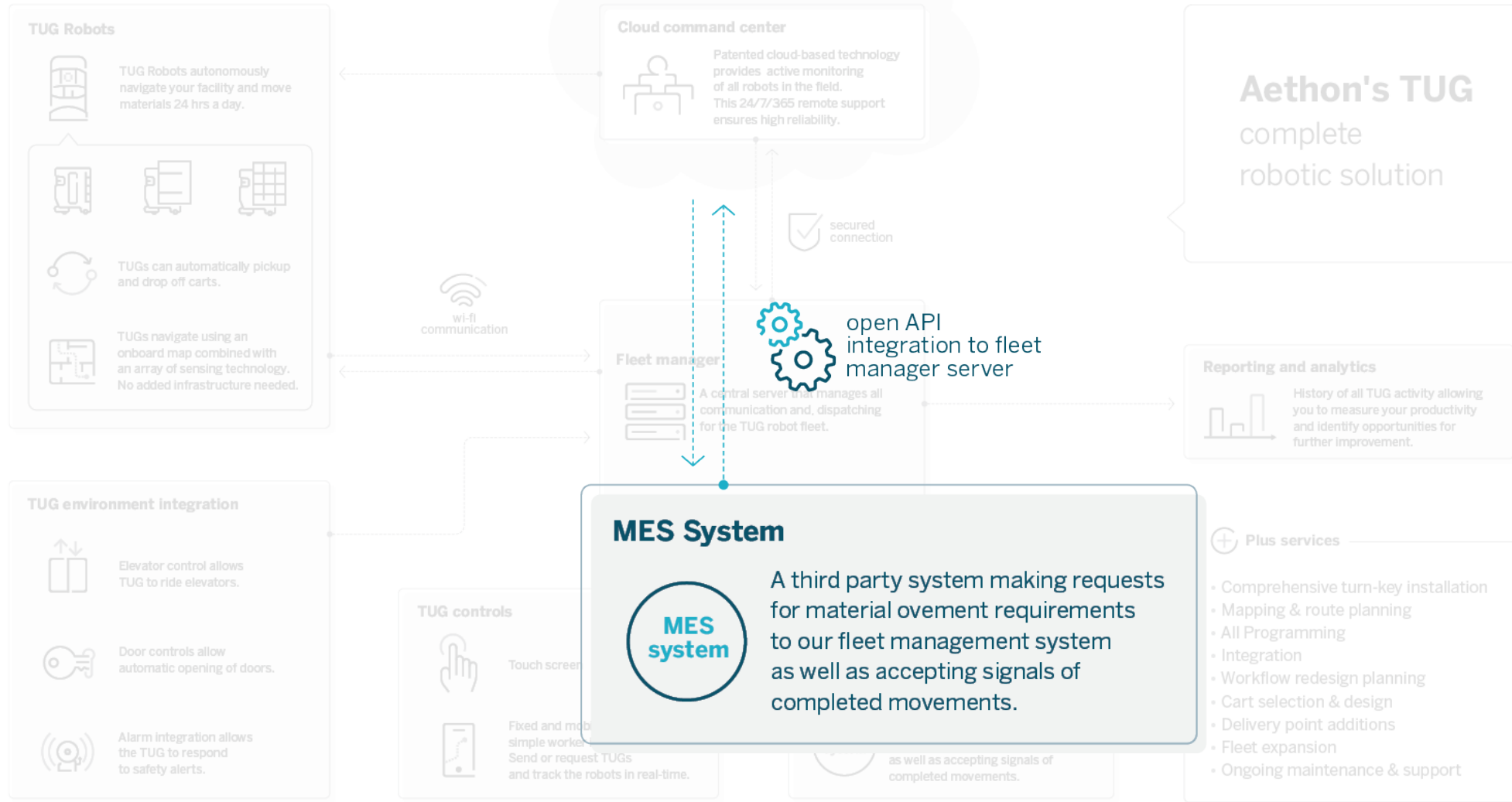
System Innovation



System Innovation



System Innovation



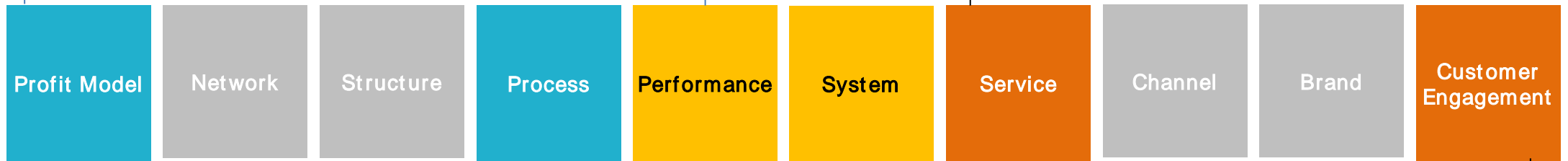
Automating Internal Logistics



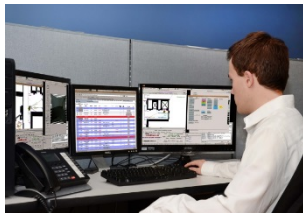
Autonomous mobile robot that delivers materials & supplies. Reliable. Easy. Safe.

- Risk sharing
- Fleet installations

- Simulation services
- 24/ 7/ 365 support



Patented cloud command center to remotely support all robots



- Fleet management
- Infrastructure integration
- IT system integration
- Modular software system to track logistics

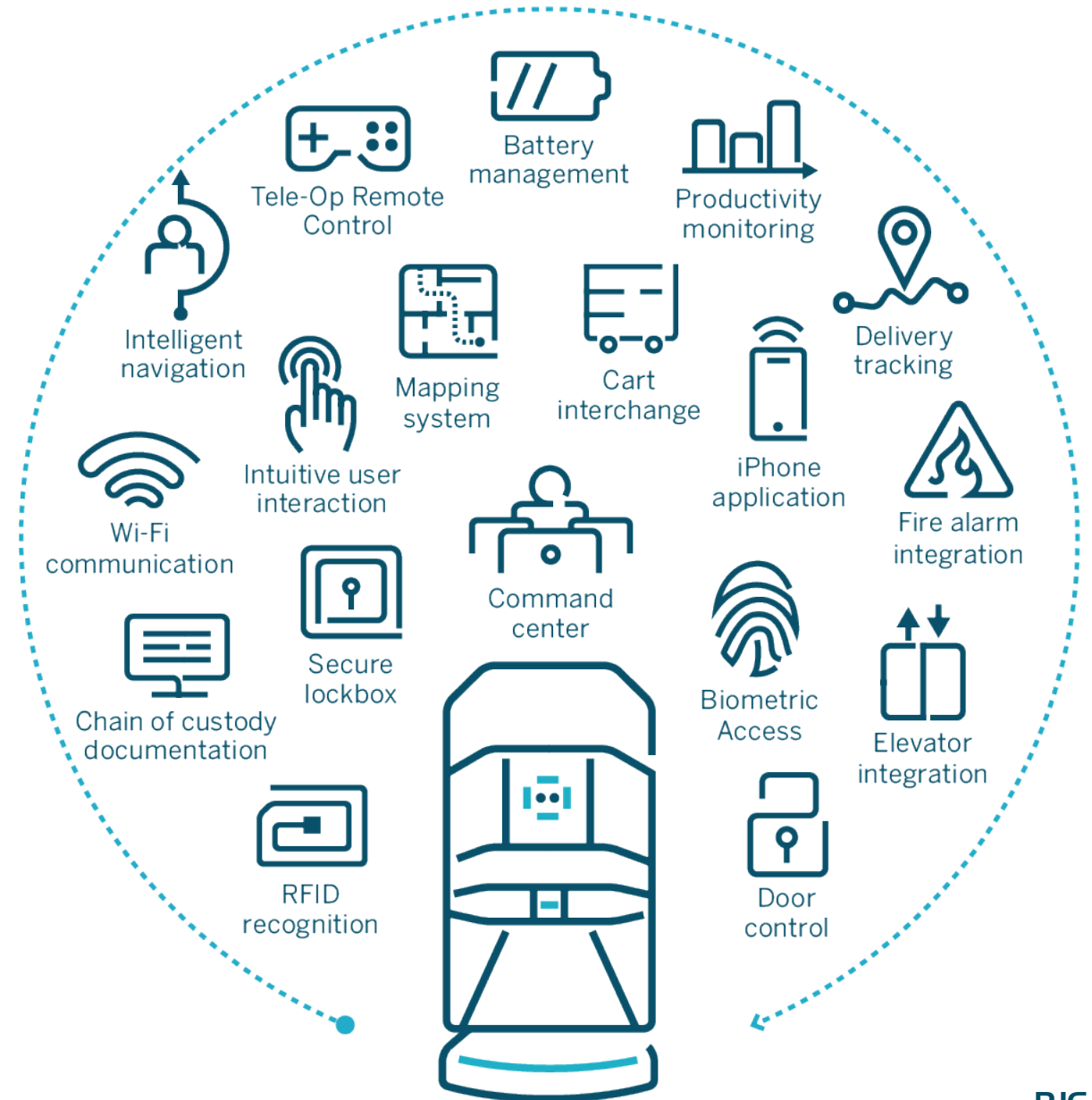
Turnkey installation

Innovation Journey at Aethon



Conclusion

Successful platforms leverage innovations beyond the product.



Visit us at booth 101
Thank you

Presentation Design By:

THEORIA

CREATIVE

Tell your story in graphics!

booth 508

