

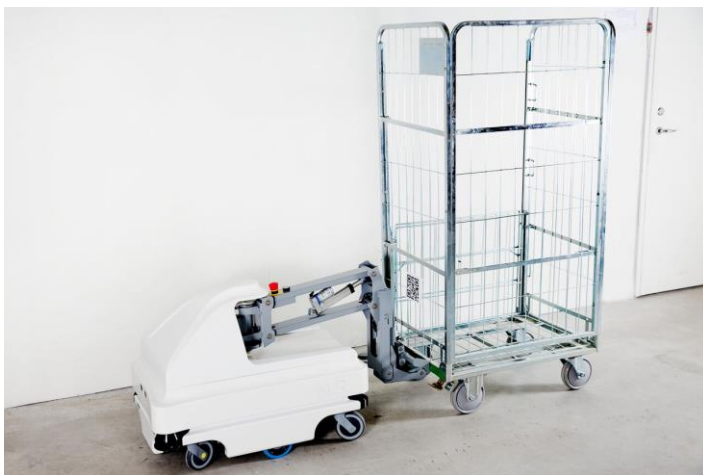


Now Available through North American Distributors: The Most Advanced Autonomous Mobile Robot for Indoor Transportation Logistics – The MiR100

Odense, Denmark, Stony Brook, New York, July 27, 2016 – Mobile Industrial Robots, ([MiR](#)), a next-generation developer and manufacturer of autonomous mobile robots already sold in 26 countries, extends its foothold in the Canadian, U.S. and Mexican market by announcing distribution agreements for its award-winning mobile robot, the [MiR100](#). These [twelve](#) industrial automation distributors in North America cover all major regions and are trained, certified and selling MiR100s.

“We have experienced rapid adoption of the MiR100 in Europe and Asia and our thrilled to introduce it to our North American distribution network,” said Thomas Visti, chief executive officer, Mobile Industrial Robots. “According to the International Federation of Robotics (IFR), the annual supply of industrial robots is growing at an equivalent rate in the Americas’ as it is in Asia. We are committed to our partners’ success as they introduce this revolutionary new automation tool to the North American market.”

MiR100’s unique capabilities make it considerably more flexible, efficient and cost-effective than traditional automated guided vehicles (AGVs) with a repayment period of less than a year that sets it apart from other transport logistics solutions on the market. Instead of having to build tracks on the floor for the robot to get from point A to point B, the highly adaptable MiR100 navigates safely around obstacles in a dynamic environment. On average, MiR100s drive 4.6 miles per day and can carry up to 220 pounds. With the patented hook module attached, the autonomous robot tows up 660 pounds.



“Various custom module solutions make MiR100 an ideal distributors’ solution. Distributors can tailor MiR’s open, customizable platform and intuitive interface with their own value-added expertise to bring

additional industrial automation capabilities that enhance operational efficiency for customers,” said Ed Mullen, vice president of North American sales, MiR. “Our partners and their customers are excited about using the MiR100 within manufacturing facilities, as well as reaching into many vertical markets such as healthcare, logistics centers, airports, and hotels.”

MiR Certified Distributors: [Applied Controls Inc.](#), [Axis Systems](#), [Axis New England](#), [Braas Company](#), [Cross Company](#), [Datatech Mexico S De RI De CV](#), [Hermitage Automation & Controls](#), [Intercon Material Handling \(Canada\)](#), [Numatic Engineering Inc.](#), [Olympus Controls](#), and [The Knotts Company, Inc.](#)

“In this competitive global economy, our customers want to eliminate processes that do not add value to their manufacturing process,” said Ryan Weaver, automation engineer, Axis New England. “The MiR100 offers a flexible and cost-effective way to automate material handling, which can be a huge time sink for factory workers. With MiR100’s quick return on investment, we expect that companies of all sizes will find a home for MiR on their production floor. The open approach to integrating external equipment gives our engineering team an opportunity to customize automated solutions.”

“The price point, flexibility and ease of use make the MiR100 a great investment for customers with single-use applications where they use one MiR100 in their facility or for large facilities that require a fleet of units to collaborate and interact to accomplish material handling/logistics operations,” said Matt Gallagher, president, BRAAS Company. “Any customer paying someone to regularly push parts around on a cart can reap benefits by automating with the MiR100.”

“Autonomous Mobile Robot (AMR) technology is one of the hottest growth markets in robots and the customer-specific solutions for the MiR100 are endless; it could be a game-changer for many companies,” said Andy Larson, robotics business unit manager, Cross Company. “The MiR100 provides an easy-to-use, scalable solution that has a number of competitive advantages. The challenges of adding fixed-conveyance solutions to existing processes go away, the cost and dangers of fork trucks are greatly diminished, employees can be used for something more productive than pushing a cart, customers gain complete control over their work in progress, and most importantly, it is a totally re-deployable asset if their needs change.”

“The exciting thing about the MiR100 technology is the applications are nearly limitless. This revolutionary “autonomous vehicle” is perfect for warehousing, logistics, manufacturing, and many other sectors including even the hotel industry,” said Steve Leach, president, Numatic Engineering. “As U.S. companies move to reshore jobs and grow their manufacturing capabilities, the MiR100 provides them leading-edge technology to increase productivity at a very reasonable cost. The solution can be integrated immediately without facility modifications and with Numatic Engineering’s 60 years of experience with our “Value Add Team” helps create a complete integrated solution.”

“We are excited to partner with MiR as we recognize the immediate efficiency gains that customers can achieve with a MiR100,” said Justin Long, Vice President of Marketing, Olympus Controls. “As well, our skilled engineering team can provide additional innovative hardware solutions through attachments to the robot that optimize specific processes for our customers within the medical, manufacturing, warehousing, logistics and packaging markets.”

About MiR

Mobile Industrial Robots (MiR), headquartered in Odense, Denmark, was founded in 2013 by veterans of the Danish robotics industry. MiR develops and markets the MiR100, the most advanced mobile robot for small-task indoor transportation of items in the manufacturing and healthcare markets. MiR has quickly established a wide distribution network in countries such as Germany, Australia, Italy, Singapore, Hong Kong and the U.S. quadrupling company growth from Q1 2015 to Q1 2016. MiR100 is currently used in 26 different countries with multinational, prominent manufacturers such as Leoni, Flextronics and Continental among the users of the unique Danish logistics robots.

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For videos on the easy set-up and programming, case studies and customizable tools, go to: https://www.youtube.com/channel/UC3MRxsNU6AW_hKdExtGr1Q

For MiR infographic, go to:

https://www.dropbox.com/s/b3fu36qfl3ibvc2/2016_02_MiR_Infographic_status2016.jpg?dl=0

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