

Worldwide innovation - robots as sales staff in the retail trade

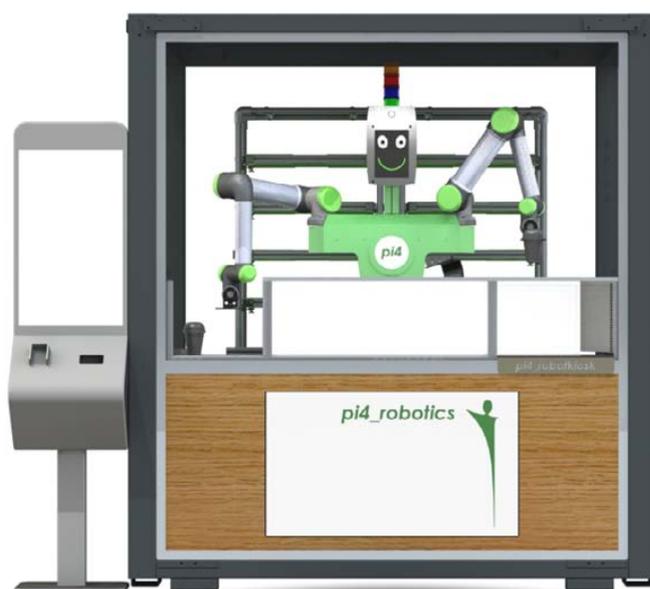
pi4_robotics GmbH presents the WORKERBOTKIOSK™, a “disruptive” retail trade concept.

What still sounded until recently like a vision well into the distant future, will soon be reality: exclusively humanoid robots will be used in a new kiosk developed by pi4_robotics GmbH. In contrast to the concept recently presented by another company, in which the customer can simply take what he needs, pi4_robotics is going for ultimate service.

“The WORKERBOTKIOSK™ is therefore the most radical application of a piece of production,...”

In the WORKERBOTKIOSK™, products are offered, assembled by means of most modern robotics and sold by robots. But the idea goes much further than that, in that the company pays attention to product individuality. It is additionally possible to produce products directly in the robot kiosk in the presence of the public. With this concept, pi4_robotics creates a new world of experience for consumers and offers unique service quality. “The WORKERBOTKIOSK™ is therefore the most radical application of a piece of production, namely immediately when demanded by the customers. It can’t be more transparent and direct than that”, states Matthias Krinke, a robot pioneer and managing director of pi4_robotics GmbH.

This technology enables the prospect of individual adaptation of products, tailor-made according to customer wishes. There is a further advantage for WORKERBOTKIOSK™ owners in keeping stocks of goods, as these turn out to be significantly lower. “Click and collect” purchases made via Internet



orders, with which customers collect the ordered goods directly on the spot, can be easily realized.

“Online purchases are then associated with a special on-the-spot shopping experience”, Krinke says.

The EuroShop fair in Düsseldorf offers visitors the first opportunity to become acquainted with the new WORKERBOTKIOSK™ developed by pi4_robotics. The company shows the prototype of the WORKERBOTKIOSK™ at the fair as a version built into a building. In this version, the kiosk is pushed into the building from outside and fits into and joins with it snugly with a uniform flush front surface.

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EuroShop fair, Düsseldorf

Date: March 5 to 9

Fair booth: Hall 1, Booth E49

pi4_robotics GmbH is a leading producer of image processing systems, test machinery and robots, with headquarters in Berlin. pi4 system solutions are presently used above all in the photovoltaic, automotive, plastics, glass, medical and pharmaceutical industries, as well as in the ceramics area. pi4 is the technology leader in photovoltaics with quality testing systems based on electroluminescence technology. pi4_robotics GmbH has also become known in public through the workerbot, first introduced in 2010. The workerbot is the worldwide first humanoid factory wor-

ker in use and is offered in the pi4 Webshop, shop.pi4.de. As a holder of an engineering degree, Matthias Krinke founded the company pi4_robotics GmbH in 1994. Both headquarters and production are located in Berlin. pi4_robotics GmbH is the only producer of robots in Germany that is 100% German-owned. The company presently employs around 50 employees. The company has been represented since 2003 by a worldwide network of sales and service partners.

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In 2004, **mo systeme** revolutionised mobile brand communication with their modulbox. The two founders created the modulbox system, successfully combining technology, innovation and aesthetics in one mobile structure. Winner of multiple national awards, mo systeme focusses on producing a range of presentation systems that all offer high quality, mobile communication, where clients can meet their audience on an equal footing. Since 2004, mo systeme has launched more than 400 custom-designed, mobile roadshow systems and helped these brands connect with their target audiences. You can find out more at www.mo-systeme.com.

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