



Universal Robots to present how cobots lower automation barriers at UBM's Advanced Design and Manufacturing Event in Anaheim

Through conference presentations and new application demos, the market leader in collaborative robots will address how to safely interact with cobots and how this new class of robots enable automation in even small and mid-sized businesses.

Ann Arbor, Michigan, February 3, 2017: Attendees at UBM's Advanced Design and Manufacturing shows in Anaheim, CA, Feb 7-9, will be greeted by three collaborative robots from Universal Robots at the expo entrance. Moving through pre-programmed cycles, the cobot arms equipped with monitors will feature videos of a wide variety of industrial tasks now handled by Universal Robots – from CNC machine tending to polishing, wire cutting, injection molding and pick & place applications. As in many of their real life installations, the cobots will be placed in a high-traffic area where they will operate with no safety guarding alongside people.

In her presentation ["Safety First: Working on a Team with "Fenceless" Robots"](#) at the Smart Manufacturing Innovation Summit, Global Technology Compliance officer with Universal Robots, Roberta Nelson Shea will present best practices for working "hand in hand" with smart robots.

"I look forward to sharing how cobots deliver greater interaction in a collaborative way while being easy for an amateur to use," says Shea. Joining her as a show presenter is Craig Tomita, Area Sales Manager with Universal Robots, who is hosting the ["Are you too small for robotics? – The emergence of Collaborative Robots"](#) at the Tech Theater followed by the case study presentation ["How Cobots are Helping Packaging Companies Stay Flexible"](#) at the Innovation Summit.

On the expo floor, attendees can interact with the UR cobots at Universal Robots' own [booth #3889](#) in the Pacific Design & Manufacturing section of the show where a UR robot arm will be showcased on a [FESTO](#) 7th axis linear actuator performing machine tending alongside a glue dispensing application from UR Preferred Systems Integrator [SP Manufacturing Solutions](#).

Craig Tomita looks forward to sharing these applications with the Advanced Design and Manufacturing audience:

"We see a collaborative robot as a tool on demand as needed – one that can quickly be transitioned between a wide variety of automated tasks. Flexibility in manufacturing involves ability to deal with variation in volumes, design and material handling as well as variations in the process sequences. We look forward to showcasing these important capabilities at the show," says Tomita.

[Booth 4121](#) of UR robot distributor in Southern California, [Numatic Engineering](#), is a testament to the flexible use of the cobots; Numatic will showcase a UR5 robot in a conveyor tracking application performing pick and place, a UR3 on a 7th axis [ROLLON](#) actuator and a UR5 robot in free motion for customer interaction. The booth is co-located with manufacturer of grippers and end of arm tooling, Zimmer Group, with a [product segment](#) geared toward being directly adaptable with UR robots.

“One of the main advantages in using UR in our booth, is also one of the reasons that the UR is so popular with your customers; no guarding required, “ says Costas Charalambous, Regional Sales Manager with Zimmer Group. “We also love the ease of programming and quick startup of the robot. We can quickly attach one of our manual tool changers to the robot without any additional adapter plates and then quickly swap between one of our pneumatic or electric grippers, to vacuum cups to our collaborative gripper.”

A UR robot will also displayed by Preferred Systems Integrator of UR robots, [Robatech West](#) in booth 5066 in a robotic gluing application using the [UR5 robot integrated with the Robatech Gluing System](#).

About Universal Robots

Universal Robots is the result of many years of intensive research at Denmark's successful robot cluster located in Odense, Denmark. The company was co-founded in 2005 by the company's CTO, Esben Østergaard, who wanted to make robot technology accessible to all by developing small, user-friendly, reasonably priced, flexible industrial robots that are safe to work with and on their own can be used to streamline processes in the industry. The product portfolio includes the collaborative UR3, UR5 and UR10 robotic arms named after their payload in kilos. Since the first UR robot launched in December 2008, the company has experienced considerable growth with the user-friendly robots now sold in more than 50 countries worldwide. At just 195 days, the average payback period for UR robots is the fastest in the industry. The company, a part of Boston-based Teradyne Inc., is headquartered in Odense and has subsidiaries in the U.S., Spain, Germany, Singapore, Czech Republic, India, and China. U.S. regional offices are located in Ann Arbor, MI, Long Island, NY, Irvine, CA and Dallas, TX. Universal Robots has more than 300 employees worldwide. Learn more at: www.universal-robots.com.

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