

Robot Home Vacuum Cleaning, Cooking, Pool Cleaning, and Lawn Mowing Market Strategy, Market Shares, and Market Forecasts, 2008-2014

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Abstracts

The automated process revolution in business process and communications is being extended to robots. Robots are automating systems, leaving more time for leisure activities.

Mobile robotics that operates independently of the operator has arrived. Similar technology is used to actuate the disparate robot types. Core robotics research and advances in robotic technology can be applied across a variety of robotic form factors and robotic functionality. Advances feed on and off of each other. With each new round of innovation, a type of technological cross pollination occurs that improves existing robotic platforms and opens up other avenues where intelligent mobile robots can be employed, effectively creating new markets.

What is good for a robotic unmanned ground vehicle is also good for a robotic vacuum and lawn mower. Multiple technological, cultural, political and market forces share a quantum singularity that has brought mobile robotics to the point where consumer markets can evolve. This is a phenomenon that will have a major impact on the way we live our lives.

Home robot markets are anticipated to grow in response to efficiencies offered by automated process. The robot vacuums are ready to start being used by regular people in regular homes. Market growth is rapid with penetration providing the model for growth.

iRobot is the market leader and like its competitors it has products are designed for use

in the home. Consumer products are focused on floor cleaning tasks. Consumer products provide value by producing better cleaning results at an affordable price and by freeing people from repetitive home cleaning tasks.

Roomba is an intelligent and effective vacuuming robot. All Roomba Vacuuming Robots feature iRobots unique AWARE Robot Intelligence Systems. AWARE uses dozens of sensors to monitor Roombas environment, and adjusts Roombas behavior up to 67 times per second, ensuring that Roomba cleans effectively, intelligently and safely.

Consumer robot markets for cleaning, lawn mowing, pool cleaning, and home services at \$227 million in 2007 are expected to reach \$1.7 billion by 2014. Market growth is a result of the efficiencies offered by automated process. Units are \$300 or less retail, a critical price point for home items.

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