

RB5C DEFINITION

Concept

A special-purpose version of RB5X aimed at promotional applications, especially at the point-of-purchase. Described as a "merchandising robot" rather than as a "promotional robot." Differentiated from RB5X more in terms of appearance than electronics. Two objectives:

- (a) Overcome existing limitations of RB5X for commercial use.
- (b) Create a differentiated product that (1) can be sold through a second, non-consumer distribution channel; and (2) provides a clear positioning advantage over other personal robots ("It's designed specifically for commercial use.")

Standard Equipment

1. Clear voice, with music capability
2. Approximately 12" taller aluminum shell, w/o knockouts
3. Different colors: shell, bumper belt, bumpers, dome
4. More powerful speaker
5. Lockable door over controls
6. Combination shipping drum/display stand
7. Cheap arm -- only functionality is to (a) look "robotic" and (b) hold up a placard & possibly a product.
8. Photodiode activated anti-theft programming (sirens, etc. go off when unit is lifted off substrate)
9. Enough battery power to permit 12 hours of operation (minimum movement, emphasis on voice/sound)

Options - Immediate

1. Extended warranty coverage -- Year 1 Plan, Year 2 Plan. Objective is to provide assurance the robot has a useful working life of at least two years, depending on option selected.
2. AC adapter
3. RCL programming capability

Options - Later

1. IR control of movement & triggering of programming
2. Wireless voice transmission

RB5X Features Not Necessary For Commercial Use

(Cost reduction opportunities?)

1. Self-learning programming
2. Second RS232 port
3. Power & software reset switches
4. Shell knock-outs
5. Charger-finder routine
6. Existing charger design -- prefer charger built into unit with retractable AC cord
7. Horn
8. Photodiode, unless it can be used for anti-theft programming
9. 2K-4K EPROM switch -- make all EPROMS 4K or more

Pricing

1. "Industrial model" will permit an upcharge over RB5X.
2. Keep price upcharge very conservative until the economic utility of RB5C becomes more defined.

Creative Services

1. Conversion of client scripts into EPROMS handled by RB @ \$40/hr programming time until enough volume develops to warrant another arrangement.
2. Exterior stylization of RB5C to be handled by client/client's advertising agency until enough volume develops to consider alternative approaches

Corporate Policy

1. No exclusives. Client creates his own exclusivity through (a) deploying robots ahead of competition, and (b) Quality of programming/stylization creative