

Aldo Zini to Deliver Keynote Presentation at RoboBusiness Leadership Summit

BOSTON--(BUSINESS WIRE)--Aldo Zini, president of Pittsburgh-based [Aethon](#), will deliver a keynote address at the 2011 [RoboBusiness Leadership Summit](#) Nov. 3 in Boston. Zini's presentation, "Making Mobile Robotics a Relevant Solution in the Business World," will explore the value proposition of autonomous mobile robots for the business world. The RoboBusiness Leadership Summit is an executive level conference and exposition produced by Robotics Trends.

"Making Mobile Robotics a Relevant Solution in the Business World"

"Autonomous mobile robots are highly relevant and can deliver tremendous value in the business environment when they are included as part of a whole product solution," contends Zini. "For the healthcare industry, Aethon has been a driving force in identifying and responding to business challenges with its safe, reliable and completely autonomous mobile robots."

Zini believes that robotic-development companies must adopt a whole-product solution mentality that goes beyond the robot itself to ensure that autonomous mobile robots gain relevance and become more widely used. He will share the approach Aethon has employed to successfully develop and deploy a hospital logistics solution that integrates ancillary technologies, product extensions and interfaces with existing systems with its [TUG robots](#)[®].

Currently more than 400 TUGs are being used in hospitals across the country to transport medication, meals, linens, supplies, equipment and more to and from nursing units. For hospitals, medical centers and health systems, Aethon delivers a [solid business solution](#) that improves workflow and increases efficiency in healthcare. TUGs can be customized to meet the specific needs of any hospital and can be integrated into existing infrastructure or address logistics needs associated with new construction.

"Robotics companies need to clearly identify the problem they intend to solve using robots," states RoboBusiness Leadership Summit Chairman Dan Kara. "Aethon has invested heavily in gaining expertise in various hospital applications and determining how mobile robots can be part of an overall solution while delivering a positive return on investment. The insight to be shared during this presentation is highly relevant and easily transferable to other mobile robot vertical markets."

Aethon is the nation's leading provider of [mobile, self-guided robots](#) to hospitals and was named one of the nation's best robots for 2010 by robotics leader Singularity Hub. More information about Aethon's TUGs is available at www.aethon.com.

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