



## Aethon President & CEO Aldo Zini To Share How to Make Mobile Robotics Solutions into Viable Business

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**FRAMINGHAM, MA** – Robotics Trends is pleased to announce Aethon as Platinum Sponsor of the 7th annual *RoboBusiness Leadership Summit*, an executive-level conference designed specifically to serve as a catalyst for commercial development of the robotics marketplace. The conference and exposition will be held at the Sheraton Boston Hotel in Boston, Massachusetts on November 2-3, 2011. For more information visit [www.robobusiness.com](http://www.robobusiness.com).

Founded in 2001, Aethon provides innovative robotic hospital delivery and asset management solutions to more than 100 hospitals throughout the United States. The combination of TUG - Aethon's Automated Robotic Delivery System (ARD), a courier system for the delivery and recovery of hospital goods and supplies and its added RFID-based asset tracking system enables the TUG robots to deliver meals, medications and supplies to nursing staff throughout the hospital, while its added asset tracking and recovery system track and locate equipment. Aethon products work in conjunction with each other, or separately, depending upon each hospital's specialized needs.

"Generally speaking, the value proposition around autonomous mobile robots is not clear to the business world," states Aldo Zini, President and CEO of Aethon. "To make autonomous mobile robotics relevant and more widely adopted, companies must develop a whole product solution mentality that goes beyond the robot itself, as well as have a clear definition of the problems to be solved."

"Aethon spent as much time developing ancillary technologies, product extensions, and interfaces to existing systems as they did on developing their mobile robots, as well as invested heavily in subject matter expertise around the various hospital applications that their technology is targeted to improve," states Dan Kara, *RoboBusiness* Conference Chairman. "We believe that the information imparted during the Aethon presentation will be invaluable for RoboBusiness attendees and easily transferable to other mobile robot vertical markets."

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For sponsorship information please contact Rich Erb, Managing Director, *Robotics Trends* at 508-663-1500 x331.

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