MISSION

To develop robotics technologies for the education, entertainment and art markets.

PRINCIPLES

focus on the human experience

create surprising embodied behavior

connect intuitively to human intention

create instruments for the imagination

design for simplicity and elegance

PEOPLE

H. Benjamin Brown
Illah R. Nourbakhsh
Stacy All
Angela Brown
Todd Camill
Mike Vande Weghe
Garth Zeglin

GOALS

Excite and inspire public interest in robotics and in science and engineering in general

Educate users in robotics, engineering and the natural sciences

Utilize commercial sources of funding to further the cause of robotics R&D

Provide a challenging and rewarding work environment for roboticists

Discover elegant, non-traditional solutions to robotics problems by working within the cost and simplicity constraints of the toy market.

Enhance the reputation of The Robotics Institute

Exploit high-volume manufacturing in the commercial sector to mitigate robotics' costs

STATEMENT

We build robots that use novel mechanisms and responsive sensing to achieve surprisingly animate behavior. We believe in mechanisms that think: the direct interaction of elegant mechanical solutions and the world produces rich behavior.

Toys are objects that express our imagination in the world and connect us socially. We focus on toys that extend our senses and promote creativity. We believe good robot toys will be used in unanticipated play, make entertaining mistakes, and be a whole lot of fun.