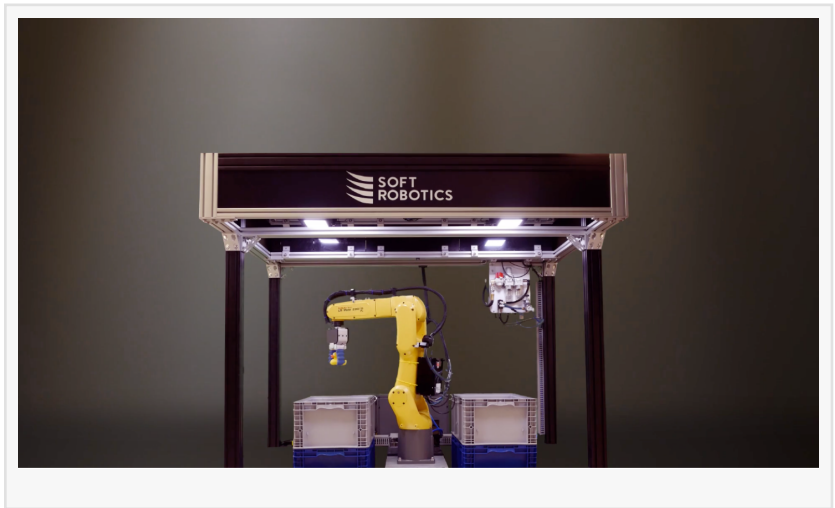


Soft Robotics Introduces the First AI-Powered Autonomous Soft Robotic Solution for E-commerce & Retail at MODEX 2018

SuperPick combines the power of soft robotics with AI to enable automation of highly unstructured tasks like bin picking, sorting and order fulfillment.

CAMBRIDGE, MA, USA, March 27, 2018 /EINPresswire.com/ -- Soft Robotics announced today that it has officially launched SuperPick, the first autonomous soft robotic solution designed specifically for e-commerce and retail logistics environments. SuperPick combines the power of soft robotics with artificial intelligence to enable automation of highly unstructured tasks like bin picking, sorting and order fulfillment.



SuperPick, which combines Soft Robotics' customized artificial intelligence algorithms and vision system with the company's patented gripping technology, is designed to autonomously retrieve, sort and fulfill orders with little to no human intervention. In a recent industry benchmark, SuperPick demonstrated the ability to successfully pick a substantially greater number of a retail customer's test items than previously piloted technologies. SuperPick also boasts a pick rate of over 600 picks per robot per hour.

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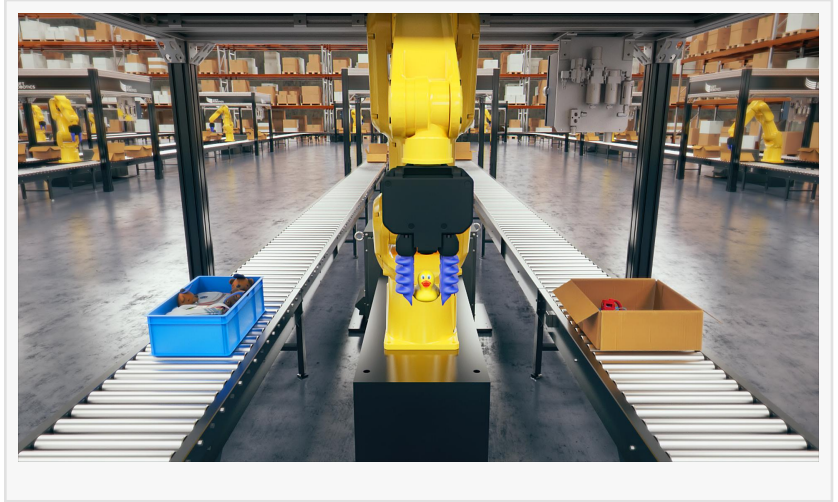
Carl Vause, CEO

Soft Robotics designs and builds soft robotic automation systems that can grasp and manipulate items with human hand-like dexterity. Leveraging patented material science and

AI algorithms, Soft Robotics unlocks automation for large meaningful markets and labor starved industries such as food and beverage, advanced manufacturing, and e-commerce. Current in-production customers include one of the world's largest pizza retailers, a Fortune 500 consumer products company, and Just Born Foods (maker of Peeps).

“The power of SuperPick really comes down to Soft Robotics' award-winning core technology, which represents a fundamental departure from the complexities and cost associated with traditional robotics,” said Carl Vause, CEO. “By replacing numerical computation with material science, we are able to simplify the machine learning problem of robotic grasping by two to three orders of magnitude. That is why SuperPick can solve previously inaccessible automation challenges for e-commerce and retail companies with little to no human involvement. This is truly an industry first.”

SuperPick is now commercially available for customers seeking to rapidly fulfill orders, eliminate seasonal hiring and reduce operational costs. SuperPick will be on display at MODEX 2018, the leading trade show for supply chain, manufacturing and distribution industries, from April 9-12 in Atlanta, Georgia. Interested companies can see the technology firsthand at the trade show booth #B4781 and schedule a one-on-one discussion with a company representative by completing a [meeting request form](#).



About Soft Robotics:

Soft Robotics designs and builds soft robotic automation systems that can grasp and manipulate items of varying size, shape and weight. Spun out of the Whitesides Group at Harvard University, Soft Robotics is the only company to be commercializing this groundbreaking and proprietary technology platform. Today, the company is a global enterprise solving previously off-limits automation challenges for customers in food & beverage, advanced manufacturing and e-commerce. Soft Robotics' engineers are building an ecosystem of robots, control systems, data and machine learning to enable the workplace of the future. For more information, please visit www.softroboticsinc.com.

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