



The Mobile Robot Company

Knowledge Center — Newsroom · 2026-08-04

<https://info.mobilerobot.com/category/newsroom>

Newsroom

News, media kit, awards, events, and videos.



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Company News

Confirmed [corporate milestones](https://info.mobilerobot.com/company/history/company-milestones/) for The Mobile Robot Company ApS, newest first. Product launches are covered in [Product Announcements](https://info.mobilerobot.com/newsroom/press-releases/product-announcements/), award news in [Awards](https://info.mobilerobot.com/newsroom/press-releases/awards/), and funding news in [Funding and Collaborations](https://info.mobilerobot.com/newsroom/press-releases/funding-and-collaborations/).

June 2026 — Distributor partners in eight countries

By 26 June 2026, The Mobile Robot Company had [distributor partnerships in eight countries](https://info.mobilerobot.com/company/history/growth-and-international-expansion/), with the network continuing to expand. The company [sells through an international network](https://info.mobilerobot.com/company/about/business-model/) of distributors, integrators, and service partners rather than directly to end users: partners deliver local demonstrations, trials, deployment, and service, while the company supplies robots, parts, software, technical support, training, and leads. See [Partner Announcements](https://info.mobilerobot.com/newsroom/press-releases/partner-announcements/) and [Partners](https://info.mobilerobot.com/category/partners/).

12 January 2026 — Fernando Fandiño Oliver appointed Senior Vice President EMEA

Fernando Fandiño Oliver joined The Mobile Robot Company as Senior Vice President EMEA, announced in a release dated 12 January 2026. His remit covers regional business development, market expansion, customer and partner relationships, strategic initiatives, and execution of the company's long-term growth strategy across Europe, the Middle East, and Africa.

His international career in mobile robotics and intralogistics includes leading regional business and market-expansion strategies in EMEA, developing and managing partner and integrator networks, and executing mobile-robotics projects in complex industrial environments. A full profile is in [Executive Biographies](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/).

November 2024 — The Mobile Robot Company is founded

Emil Hauch Jensen and Odin Kudahl Skovsted founded [The Mobile Robot Company ApS](https://info.mobilerobot.com/company/about/company-overview/) in November 2024. The company is [headquartered in Hvidovre, Denmark](https://info.mobilerobot.com/company/locations/headquarters/), and develops mobile robot solutions for internal material handling in warehouses, factories, production environments, and logistics operations.

Before [founding the company](https://info.mobilerobot.com/company/history/founding-story/), the two founders had collectively completed projects for hundreds of customers and deployed more than 10,000 robots. They concluded that robot projects were too hard, too slow, and too complex, and formed the company to make mobile robots more [operator-centric](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/), easier to use, and more flexible. See [Company](https://info.mobilerobot.com/category/company/) for the full company story.

A fast first chapter

The company's early timeline moved quickly: founded in November 2024, first product launched by January 2026, a major international award won by June 2026, and distributors active in eight countries. The detailed product timeline is in [Product Announcements](https://info.mobilerobot.com/newsroom/press-releases/product-announcements/); the award timeline is in [Awards](https://info.mobilerobot.com/newsroom/press-releases/awards/).

Media inquiries

Contact details for press are in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/). Ready-to-use company text is in the [Company Boilerplate](https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/).

Product Announcements

Product milestones for the [J1600 self-driving pallet jack](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>), The Mobile Robot Company's first product. Award news is in [Awards](https://info.mobilerobot.com/newsroom/press-releases/awards/) (<https://info.mobilerobot.com/newsroom/press-releases/awards/>).

DISTINCT MILESTONES

Market launch, pre-orders, first-product launch, and shipping refer to [four different milestones](https://info.mobilerobot.com/company/history/product-launch-timeline/) (<https://info.mobilerobot.com/company/history/product-launch-timeline/>). They should not be collapsed into a single launch date.

29 January 2026 — Technical webinar series launches

The company announced its [2026 technical webinar series](https://info.mobilerobot.com/newsroom/events/technical-webinars/) (<https://info.mobilerobot.com/newsroom/events/technical-webinars/>) on 29 January 2026, beginning with a deep dive on the J1600. The series targets manufacturing and intralogistics organizations seeking higher throughput, lower labor dependency, greater flexibility, and supply-chain resilience through scalable pallet transport automation.

Announced focus areas include ROI modeling for autonomous pallet transport; deployment methodology and site preparation; navigation, safety, and operational integration; production logistics, [buffer management](https://info.mobilerobot.com/applications/use-cases/buffer-and-staging-management/) (<https://info.mobilerobot.com/applications/use-cases/buffer-and-staging-management/>), and warehouse use cases; scaling across workflows or sites; and labor allocation, material-flow efficiency, and operational agility.

On the same date, the company announced the J1600 as an IFOY finalist — see [Awards](https://info.mobilerobot.com/newsroom/press-releases/awards/) (<https://info.mobilerobot.com/newsroom/press-releases/awards/>).

January 2026 — The J1600 launches as the company's first product

The J1600 launched in January 2026 as The Mobile Robot Company's first product: a compact, electric, [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>) self-driving pallet jack for indoor, floor-to-floor pallet transport. It can be operated with a

tiller like a conventional walk-behind electric pallet jack or sent autonomously to saved locations, carries up to 1,600 kg, and supports manual pick and drop up to 1,600 mm. Shipping was scheduled for Q2 2026.

Key launch-time facts are summarized in the [J1600 Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/) (<https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/>); full specifications are in [Technical Specifications](https://info.mobilerobot.com/products/j1600/technical-specifications/) (<https://info.mobilerobot.com/products/j1600/technical-specifications/>).

2 December 2025 — J1600 pre-orders open

Pre-orders for the J1600 opened on 2 December 2025. The J1600 [costs from €65,000](https://info.mobilerobot.com/products/j1600/pricing-and-roi/) (<https://info.mobilerobot.com/products/j1600/pricing-and-roi/>), with a [two-week paid trial](https://info.mobilerobot.com/products/buying-and-deployment/two-week-trial/) (<https://info.mobilerobot.com/products/buying-and-deployment/two-week-trial/>), available at €4,000 including setup and support.

20 October 2025 — Market launch

The J1600's market launch was 20 October 2025. This preceded the opening of pre-orders in December 2025 and the first-product launch in January 2026.

Media resources

Product facts for coverage are in the [J1600 Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/) (<https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/>). Press contacts are in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-contacts/>).

Partner Announcements

News about The Mobile Robot Company's partner network. The company sells the [J1600](https://info.mobilerobot.com/products/j1600/overview/) through distributors, integrators, and service partners worldwide; see [Partners](https://info.mobilerobot.com/category/partners/) for how the partner program works.

8 July 2026 — ALCA Technologies collaboration

On 8 July 2026, The Mobile Robot Company thanked [ALCA Technologies S.r.l.](https://info.mobilerobot.com/company/collaborations/technology-collaborations/) for collaboration and continued partnership. ALCA Technologies also supported the United Symbol Open House 2026 in Italy.

The collaboration illustrates warehouse conditions that can disrupt rigid automation: broken pallets, loose strapping, hanging stretch wrap, dust, and other imperfect or changing handling conditions. The J1600 addresses these cases through [dual mode](https://info.mobilerobot.com/products/j1600/dual-mode/): the operator uses experience and situational awareness during pallet pickup, while the vehicle performs the repetitive autonomous transport. The outcomes include less [non-value-added walking](https://info.mobilerobot.com/applications/results/reduction-in-manual-walking/), safer pallet handling, smoother material flow, higher productivity, and better adaptability in dynamic warehouse environments.

27–29 June 2026 — J1600 demonstrated at the United Symbol Open House

The J1600 was demonstrated at the [United Symbol Open House](https://info.mobilerobot.com/newsroom/events/past-events/) in Sassuolo, Modena, Italy, over three days ending 29 June 2026, with local support from ALCA Technologies S.r.l. The audience included industry leaders and end customers from multiple industries.

Visitors saw dual-mode operation and discussed warehouse efficiency, reduced manual handling, scalable warehouse automation, and everyday intralogistics problems with the team. On 30 June, the company thanked United Symbol for hosting and ALCA Technologies for support, professionalism, and collaboration.

June 2026 — Distributor partners in eight countries

By 26 June 2026, [distributor partnerships existed in eight countries](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) (<https://info.mobilerobot.com/company/history/growth-and-international-expansion/>) and the network was expanding. The J1600 is available worldwide, including in the United States, Canada, Australia, and China; contact the company or a local partner for [country-specific availability](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) (<https://info.mobilerobot.com/partners/become-a-partner/country-availability/>) and commercial terms.

Becoming a partner

[Qualified integrators, distributors, and service partners](https://info.mobilerobot.com/partners/become-a-partner/who-we-are-looking-for/) (<https://info.mobilerobot.com/partners/become-a-partner/who-we-are-looking-for/>), [can apply by country](https://info.mobilerobot.com/partners/program/application-process/) (<https://info.mobilerobot.com/partners/program/application-process/>) to join the global network. Partners maintain local demonstration capability, run trials, and deliver installation and service; the company supplies robots, parts, software, training, technical support, and leads. See [Partners](https://info.mobilerobot.com/category/partners/) (<https://info.mobilerobot.com/category/partners/>).

Media inquiries

Press contacts are in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-a-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-a-contacts/>).

Awards

Recognition received by The Mobile Robot Company and the [J1600 self-driving pallet jack](https://info.mobilerobot.com/products/j1600/overview/) (https://info.mobilerobot.com/products/j1600/overview/), newest first.

26 June 2026 — J1600 wins IFOY AWARD 2026 Industrial Truck of the Year

The J1600 won the [IFOY AWARD 2026](https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/) (https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/) in the Industrial Truck of the Year category. The result was announced on 26 June 2026, following the winner ceremony held in Stuttgart on 25 June 2026 before approximately 150 guests from industry, academia, politics, and media.

IFOY stands for International Intralogistics and Forklift Truck of the Year. The 2026 competition drew 49 products and solutions; 17 finalists completed the multi-stage IFOY Audit at [TEST CAMP INTRALOGISTICS](https://info.mobilerobot.com/newsroom/events/test-camp/) (https://info.mobilerobot.com/newsroom/events/test-camp/) in Dortmund, and winners were selected by an independent international jury of trade journalists. The J1600 competed in its category alongside products from established industrial-truck manufacturers. The award is supported by the VDMA Materials Handling and Intralogistics Association and the VDMA Robotics + Automation Association.

Key reasons for the recognition include:

- a new product tier between manual pallet jacks and classic [automated guided vehicles \(AGVs\)](https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/) (https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/);
- [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (https://info.mobilerobot.com/products/j1600/dual-mode/), manual and autonomous operation;
- low implementation barrier and intuitive operation;
- [3D LiDAR SLAM navigation](https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidance/) (https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidance/) and a [layered safety](https://info.mobilerobot.com/safety-compliance/safety-overview/how-j1600-safety-works/) (https://info.mobilerobot.com/safety-compliance/safety-overview/how-j1600-safety-works/), architecture;
- immediate human takeover;
- up to 80% reduction in manual work on repetitive transport;
- applicability to SMEs and single-shift sites;
- optional integration with VDA 5050 and API scale-up.

IFOY Innovation Check ratings

The scientific [IFOY Innovation Check](https://info.mobilerobot.com/newsroom/awards/ifoy-innovation-check/) (<https://info.mobilerobot.com/newsroom/awards/ifoy-innovation-check/>), — involving Fraunhofer IML, Fraunhofer IPA, the Technical University of Munich, and TU Dresden — called the J1600 a "game changer" for low-threshold intralogistics automation.

Criterion	Rating
Functionality / type of implementation	++ (very good)
Novelty / innovation	+ (good)
Customer benefits	+ (good)
Market relevance	+ (good)

16 April 2026 — Best in Intralogistics Certificate

The Mobile Robot Company received the 2026 [Best in Intralogistics certificate](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) (<https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/>), on 16 April 2026 at TEST CAMP INTRALOGISTICS in Dortmund's Westfalenhalle. The certificate recognizes IFOY finalists that successfully complete the three-stage audit — practical testing, the scientific Innovation Check, and jury assessment — covering efficiency, sustainability, safety, and usability. The Chairman of the Board of the VDMA Materials Handling and Intralogistics Association formally presented the certificate.

29 January 2026 — J1600 announced as IFOY finalist

The company announced the J1600 as an IFOY finalist on 29 January 2026. The finalists then completed the IFOY Audit and Test at TEST CAMP INTRALOGISTICS, held 15–17 April 2026 in Dortmund, where the J1600 made its first public appearance.

November 2025 — The Robot Report's 100 Robotics Startups to Watch

The Mobile Robot Company was named to The Robot Report's "[100 Robotics Startups to Watch — Startup Radar 2025](https://info.mobilerobot.com/newsroom/awards/startup-reco-to-watch)" (<https://info.mobilerobot.com/newsroom/awards/startup-reco-to-watch>)

[gnition/\)](#) in November 2025. The recognition is connected to "tap-to-go" autonomy for factories, third-party-logistics warehouses, and e-commerce fulfillment, with listed outcomes of reclaiming walk time, stabilizing material flow, increasing throughput without infrastructure overhaul, and deploying in hours rather than months.

Media resources

Company facts for award coverage are in the [Company Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/company-fact-sheet/) (<https://info.mobilerobot.com/newsroom/media-kit/company-fact-sheet/>) and the [J1600 Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/) (<https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/>). Press contacts are in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-contacts/>).

Funding and Collaborations

Funding and program milestones for The Mobile Robot Company, newest first. Partner-network collaborations are covered in [Partner Announcements](https://info.mobilerobot.com/newsroom/press-releases/partner-announcements/) (<https://info.mobilerobot.com/newsroom/press-releases/partner-announcements/>).

6 March 2026 — Innovation Fund Denmark support

The Mobile Robot Company announced on 6 March 2026 that it received financial backing and strategic guidance from [Innovation Fund Denmark](https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/) (<https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/>) to accelerate product development and commercialization of next-generation intelligent mobile robotics.

[CEO Emil Hauch Jensen](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/) (<https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/>) described the support as validation of the company's technology and [vision](https://info.mobilerobot.com/company/about/mission-and-vision/) (<https://info.mobilerobot.com/company/about/mission-and-vision/>) and expected it to accelerate key milestones and product development.

November 2025 — The company joins NVIDIA Inception

The Mobile Robot Company joined the [NVIDIA Inception](https://info.mobilerobot.com/company/collaborations/nvidia-inception/) (<https://info.mobilerobot.com/company/collaborations/nvidia-inception/>) program in November 2025. The program provides startups with advanced technology, expertise, and go-to-market resources.

Access to NVIDIA's AI ecosystem and technical support can accelerate intelligent mobile-robotics development and scalable warehouse and logistics automation. The [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>) uses an industrial NVIDIA Jetson AI computer for its [3D LiDAR SLAM navigation](https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidance/) (<https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidance/>).

Media inquiries

Press contacts are in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-contacts/>). Company background text is in the [Company Boilerplate](https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/) (<https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/>).

bot.com/newsroom/media-kit/company-boilerplate/).

Company Boilerplate

Standard descriptions of [The Mobile Robot Company](https://info.mobilerobot.com/company/about/company-overview/) (<https://info.mobilerobot.com/company/about/company-overview/>) for use in press coverage, articles, and event programs. Both versions may be used as written. Supporting figures are in the [Company Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/company-fact-sheet/) (<https://info.mobilerobot.com/newsroom/media-kit/company-fact-sheet/>) and the [J1600 Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/) (<https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/>).

Short boilerplate

The Mobile Robot Company ApS is a Danish robotics company, founded in November 2024 and headquartered in Hvidovre, Denmark. Its first product, the J1600, is a dual-mode self-driving pallet jack that won the IFOY AWARD 2026 Industrial Truck of the Year.

Long boilerplate

The Mobile Robot Company ApS is a Danish robotics company that develops mobile robot solutions for internal material handling in warehouses, factories, production environments, and logistics operations. It was founded in November 2024 by [Emil Hauch Jensen and Odin Kudahl Skovsted](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/) (<https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/>) and is headquartered in Hvidovre, Denmark.

Its first product, the J1600, is a dual-mode self-driving pallet jack made in Denmark. The J1600 can be operated manually like a conventional electric pallet jack or sent autonomously to saved locations, carrying loads up to 1,600 kg. It targets the gap between flexible but repetitive manual pallet movement and expensive, complex full automation: the operator performs judgment-heavy pickup, exception handling, and task initiation, while the robot performs repetitive travel and floor-level drop-off.

The J1600 won the IFOY AWARD 2026 Industrial Truck of the Year. The company sells through an international network of distributors, integrators, and service partners, with distributor partnerships in eight countries as of June 2026. More information is available at www.mobilerobot.com (<https://www.mobilerobot.com>).

One-line description

Danish robotics company behind the J1600 dual-mode self-driving pallet jack, winner of the IFOY AWARD 2026 Industrial Truck of the Year.

Notes on usage

- The legal name is **The Mobile Robot Company ApS**; the company is also abbreviated **MRC**. See [Brand Guidelines](https://info.mobilerobot.com/newsroom/media-kit/brand-guidelines/) (<https://info.mobilerobot.com/newsroom/media-kit/brand-guidelines/>) for naming and messaging conventions.
- For interviews and quotes, contact the people listed in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-contacts/>).

Company Fact Sheet

Verified company facts for media use. Product facts are in the [J1600 Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/) (<https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/>); ready-to-use prose is in the [Company Boilerplate](https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/) (<https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/>).

At a glance

Field	Information
Legal name	The Mobile Robot Company ApS (abbreviated "MRC")
Founded	November 2024
Founders	Emil Hauch Jensen and Odin Kudahl Skovsted
Headquarters	Kettevej 45, 2650 Hvidovre, Denmark
First product	J1600 self-driving pallet jack, made in Denmark
Website	www.mobilerobot.com (https://www.mobilerobot.com)
General email	hello@mobilerobot.com
General telephone	+45 88 10 90 12
Route to market	International distributor, integrator, and service-partner network
Distributor footprint (June 2026)	Eight countries
Main award	IFOY AWARD 2026 Industrial Truck of the Year

Leadership

Name	Role
Emil Hauch Jensen	Co-founder and CEO
Odin Kudahl Skovsted	Co-founder and CTO
Fernando Fandiño Oliver	Senior Vice President EMEA (since January 2026)

Full profiles are in [Executive Biographies](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/) (<https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/>).

What the company does

[The Mobile Robot Company](https://info.mobilerobot.com/company/about/company-overview/) (<https://info.mobilerobot.com/company/about/company-overview/>) develops mobile robot solutions for internal material handling in warehouses, factories, production environments, and logistics operations. Its [mission](https://info.mobilerobot.com/company/about/mission-and-vision/) (<https://info.mobilerobot.com/company/about/mission-and-vision/>) is to redefine how robots assist people: robots remove tedious, repetitive movement so employees can focus on work requiring judgment, adaptability, and uniquely human insight. This philosophy is called [human-in-the-loop automation](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/) (<https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/>).

The company focuses on horizontal, indoor pallet flows in [goods receiving](https://info.mobilerobot.com/applications/industries/goods-receiving/) (<https://info.mobilerobot.com/applications/industries/goods-receiving/>), storage, production, [staging](https://info.mobilerobot.com/applications/use-cases/buffer-and-staging-management/) (<https://info.mobilerobot.com/applications/use-cases/buffer-and-staging-management/>), [cross-docking](https://info.mobilerobot.com/applications/use-cases/cross-docking/) (<https://info.mobilerobot.com/applications/use-cases/cross-docking/>), and shipping. [Priority segments](https://info.mobilerobot.com/company/about/markets-we-serve/) (<https://info.mobilerobot.com/company/about/markets-we-serve/>) are small and medium businesses using one to five pallet-jack operators, plus larger sites with [local work cells](https://info.mobilerobot.com/applications/use-cases/local-work-cell-automation/) (<https://info.mobilerobot.com/applications/use-cases/local-work-cell-automation/>) too small or changeable for a conventional fleet project.

Business model

[List prices are public](https://info.mobilerobot.com/products/j1600/pricing-and-roi/) (<https://info.mobilerobot.com/products/j1600/pricing-and-roi/>), but [customer inquiries are routed through partners](https://info.mobilerobot.com/company/about/business-model/) (<https://info.mobilerobot.com/company/about/business-model/>). Partners deliver local demonstrations, trials, deployment, service, and customer relationships; the company supplies robots, parts, software, technical

support, training, and leads. The J1600 is [available worldwide](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) (<https://info.mobilerobot.com/partners/become-a-partner/country-availability/>), including in the United States, Canada, Australia, and China. See [Partners](https://info.mobilerobot.com/category/partners/) (<https://info.mobilerobot.com/category/partners/>).

Milestone timeline

Date	Milestone
November 2024	Company founded in Denmark by Emil Hauch Jensen and Odin Kudahl Skovsted
20 October 2025	J1600 market launch
November 2025	Joins NVIDIA Inception; named to The Robot Report's 100 Robotics Startups to Watch
2 December 2025	J1600 pre-orders open
12 January 2026	Fernando Fandiño Oliver becomes Senior Vice President EMEA
January 2026	J1600 launches as the company's first product
29 January 2026	Technical webinar series launches; J1600 announced as IFOY finalist
6 March 2026	Innovation Fund Denmark support announced
15–17 April 2026	Participation in TEST CAMP INTRALOGISTICS in Dortmund
16 April 2026	J1600 receives the Best in Intralogistics Certificate
26 June 2026	J1600 wins IFOY AWARD 2026 Industrial Truck of the Year; distributor partners in eight countries
27–29 June 2026	J1600 demonstrated at the United Symbol Open House in Sassuolo, Italy

Details on each milestone are in [Press Releases](https://info.mobilerobot.com/newsroom/press-releases/company-news/) (<https://info.mobilerobot.com/newsroom/press-releases/company-news/>).

Founding background

Before [founding the company](https://info.mobilerobot.com/company/history/founding-story/) (<https://info.mobilerobot.com/company/history/founding-story/>), the two founders had collectively completed projects for hundreds of customers and deployed more than 10,000 robots. They concluded that robot projects were too hard, too slow, and too complex, and formed the company to make mobile robots more operator-centric, easier to use, and more flexible.

Social channels

[LinkedIn](https://www.linkedin.com/company/the-mobile-robot-company/) (<https://www.linkedin.com/company/the-mobile-robot-company/>) · [Facebook](https://www.facebook.com/TheMobileRobotCompany) (<https://www.facebook.com/TheMobileRobotCompany>) · [Instagram](https://www.instagram.com/themobilerobotcompany/) (<https://www.instagram.com/themobilerobotcompany/>) · [TikTok](https://www.tiktok.com/@themobilerobotcompany) (<https://www.tiktok.com/@themobilerobotcompany>) · [YouTube](https://www.youtube.com/@the-mobile-robot-company/shorts) (<https://www.youtube.com/@the-mobile-robot-company/shorts>)

Press contact

See [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-contacts/>).

J1600 Fact Sheet

Key facts about the J1600 for journalists and analysts. For the complete specification set, see [Technical Specifications](https://info.mobilerobot.com/products/j1600/technical-specifications/) (<https://info.mobilerobot.com/products/j1600/technical-specifications/>); for the product story, see the [J1600 overview](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>).

What it is

The J1600 is The Mobile Robot Company's first product: a compact, electric, [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>), self-driving pallet jack for indoor, floor-to-floor pallet transport. It can be operated with a tiller like a conventional walk-behind electric pallet jack or sent autonomously to saved locations. The operator performs judgment-heavy pickup, [exception handling](https://info.mobilerobot.com/applications/scenarios/handling-exceptions-and-irregular-loads/) (<https://info.mobilerobot.com/applications/scenarios/handling-exceptions-and-irregular-loads/>), and task initiation; the robot performs repetitive travel and floor-level drop-off. The company positions it in the space between a conventional electric pallet jack and a fully automated [AGV/AMR](https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/) (<https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/>) system, targeting [up to 80% reduction in manual work on repetitive transport](https://info.mobilerobot.com/applications/results/productivity-improvements/) (<https://info.mobilerobot.com/applications/results/productivity-improvements/>).

PRELIMINARY SPECIFICATIONS

The January 2026 specifications below are preliminary and subject to change.

Key specifications

Parameter	Value
Drive type	Electric
Rated payload	1,600 kg / approximately 3,500 lb
Maximum manual pallet pick/drop height	1,600 mm / 63 in
Automatic pallet delivery height	Floor level
Top speed	5.4 km/h / 1.5 m/s / 3.4 mph
Truck weight	980 kg
Vehicle size (forks lowered)	1,893 × 850 × 2,060 mm
Turning radius	1,501 mm
Navigation	3D LiDAR SLAM, no fixed infrastructure required
Compute	Industrial NVIDIA Jetson AI computer
Interface	15-inch multi-touch HMI, start/resume button, key switch
Battery	24 V, 200 Ah lithium iron phosphate (LiFePO4)
Runtime	Exceeds eight hours in a typical duty cycle
Ingress protection	IP21
Operating temperature	5–40°C / 41–104°F
Operator training	About 30 minutes
Basic deployment	Wi-Fi optional; no mandatory IT integration
Saved locations	No software limit
Manufacture	Made in Denmark

The 1.6 m lift is a manual capability; autonomous delivery is at floor level.

Safety

- 360-degree protective field with [speed-dependent zones that expand at higher speeds](https://info.mobilerobot.com/safety-compliance/safety-functions/safety-field-adjustment/) (<https://info.mobilerobot.com/safety-compliance/safety-functions/safety-field-adjustment/>).
- Two 2D safety LiDAR scanners, separate from the 3D navigation LiDAR
- Independent safety controller, three emergency-stop buttons, and certified components
- Operator must confirm entry into automatic mode; blue floor lights display the protected area
- Immediate manual takeover by grabbing or moving the tiller

Details are in [How J1600 safety works](https://info.mobilerobot.com/safety-compliance/safety-overview/how-j1600-safety-works/) (<https://info.mobilerobot.com/safety-compliance/safety-overview/how-j1600-safety-works/>).

Compliance

The J1600 is [CE marked](https://info.mobilerobot.com/safety-compliance/certificates/ce-declaration-of-conformity/) (<https://info.mobilerobot.com/safety-compliance/certificates/ce-declaration-of-conformity/>). Its preliminary [compliance list](https://info.mobilerobot.com/safety-compliance/certificates/compliance-statements/) (<https://info.mobilerobot.com/safety-compliance/certificates/compliance-statements/>) includes the [Machinery Directive](https://info.mobilerobot.com/safety-compliance/standards/eu-machinery-requirements/) (<https://info.mobilerobot.com/safety-compliance/standards/eu-machinery-requirements/>) (2006/42/EC), the [EMC Directive \(2014/30/EU\)](#), the [Radio Equipment Directive \(2014/53/EU\)](#), [RoHS \(2011/65/EU\)](#), and the [EU Batteries Regulation \(2023/1542\)](#) (<https://info.mobilerobot.com/safety-compliance/standards/emc-red-rohs-and-battery-regulations/>), plus [EN ISO 3691-4:2023](https://info.mobilerobot.com/safety-compliance/standards/iso-3691-4/) (<https://info.mobilerobot.com/safety-compliance/standards/iso-3691-4/>), [EN ISO 13849-1:2023](https://info.mobilerobot.com/safety-compliance/standards/iso-13849-1/) (<https://info.mobilerobot.com/safety-compliance/standards/iso-13849-1/>), [EN ISO 12100:2010](https://info.mobilerobot.com/safety-compliance/standards/iso-12100/) (<https://info.mobilerobot.com/safety-compliance/standards/iso-12100/>), [EN ISO 3691-1:2015+A1:2020](https://info.mobilerobot.com/safety-compliance/standards/iso-3691-1/) (<https://info.mobilerobot.com/safety-compliance/standards/iso-3691-1/>), [ANSI/ITSDF B56.5-2024](https://info.mobilerobot.com/safety-compliance/standards/ansi-itsdf-b56-5/) (<https://info.mobilerobot.com/safety-compliance/standards/ansi-itsdf-b56-5/>), [ANSI/ITSDF B56.1-2020](https://info.mobilerobot.com/safety-compliance/standards/ansi-itsdf-b56-1/) (<https://info.mobilerobot.com/safety-compliance/standards/ansi-itsdf-b56-1/>), and [UN 38.3 battery transport testing](https://info.mobilerobot.com/safety-compliance/certificates/battery-un-38-3-documentation/) (<https://info.mobilerobot.com/safety-compliance/certificates/battery-un-38-3-documentation/>).

Software

One hardware platform supports two software versions: [Standard software](https://info.mobilerobot.com/products/software/standard-software/) (<https://info.mobilerobot.com/products/software/standard-software/>) built around configuration-free [Teach and Repeat](https://info.mobilerobot.com/documentation/concepts/teach-and-repeat/) (<https://info.mobilerobot.com/documentation/concepts/teach-and-repeat/>) for

single-unit deployments, and [Advanced software](https://info.mobilerobot.com/products/software/advanced-software/) (<https://info.mobilerobot.com/products/software/advanced-software/>) adding [VDA 5050](https://info.mobilerobot.com/products/software/vda-5050/) (<https://info.mobilerobot.com/products/software/vda-5050/>), interoperability, a [REST API](https://info.mobilerobot.com/documentation/technical-integration/rest-api-documentation/) (<https://info.mobilerobot.com/documentation/technical-integration/rest-api-documentation/>), [Fleet Manager](https://info.mobilerobot.com/documentation/technical-integration/fleet-manager-guide/) (<https://info.mobilerobot.com/documentation/technical-integration/fleet-manager-guide/>), and advanced mission planning.

List pricing (2026)

Item	End-user list price
J1600 self-driving pallet jack	from €65,000
Two-week paid trial, including setup and support	€4,000
Installation and commissioning	€10,000
Manual charger	€3,600
Automatic charger	€8,400
Advanced software upgrade	€14,500
Fleet Manager, per robot	€6,500
Basic Care support, per robot/year	€4,900
Full Care support, per robot/year	€13,000

A [typical customer configuration](https://info.mobilerobot.com/products/j1600/pricing-and-roi/) (<https://info.mobilerobot.com/products/j1600/pricing-and-roi/>) is expected to cost around or below €80,000.

Launch timeline

Date	Milestone
20 October 2025	Recorded market launch
2 December 2025	Pre-orders open
January 2026	First-product launch
Q2 2026	Scheduled shipping window

These are [four distinct milestones](https://info.mobilerobot.com/company/history/product-launch-timeline/) and should not be collapsed into a single launch date.

Recognition

The J1600 was a 2026 IFOY finalist, passed the three-stage IFOY Audit, received the [Best in Intralogistics Certificate](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) on 16 April 2026, and won the IFOY AWARD 2026 Industrial Truck of the Year, announced 26 June 2026. The [IFOY Innovation Check](https://info.mobilerobot.com/newsroom/awards/ifoy-innovation-check/) rated functionality and implementation ++ and novelty, customer benefits, and market relevance +. See [Awards](https://info.mobilerobot.com/newsroom/press-releases/awards/).

Media resources

Company background is in the [Company Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/company-fact-sheet/) and [Company Boilerplate](https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/). Logos are in [Logos](https://info.mobilerobot.com/newsroom/media-kit/logos/). Press contacts are in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/).

Logos

The Mobile Robot Company logo is available for editorial use in press coverage, articles, and event materials.



Available formats

Format	Best for	Download
SVG (vector)	Print, large formats, scaling without quality loss	mrc-logo.svg (https://info.mobilerobot.com/assets/files/mrc-logo-c6ad1064a846b0895783cd319a38bb7b.svg)
PNG	Web and screen use	mrc-logo.png (https://info.mobilerobot.com/assets/files/mrc-logo-19625c4cbba7ca67fbcabef2927789db.png)

Usage

- Use the logo as provided; do not alter its colors, proportions, or elements.
- Company and product naming conventions are in [Brand Guidelines](https://info.mobilerobot.com/newsroom/media-kit/brand-guidelines/) (<https://info.mobilerobot.com/newsroom/media-kit/brand-guidelines/>).
- For other formats or variants, contact the press team listed in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-contacts/>).

Executive Biographies

Biographies of The Mobile Robot Company's [leadership](https://info.mobilerobot.com/company/team/leadership/) for use in press coverage, event programs, and interview preparation. Contact details for interviews are in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/).

Before [founding the company](https://info.mobilerobot.com/company/history/founding-story/), the two founders had collectively completed projects for hundreds of customers and deployed more than 10,000 robots.

Emil Hauch Jensen — Co-founder and CEO

Emil Hauch Jensen (also written "Emil Jensen") is co-founder and CEO of The Mobile Robot Company. He co-founded the business with Odin Kudahl Skovsted in November 2024 and is its principal spokesperson.

His earlier experience covers international mobile-robotics and automation leadership. As general manager of an overseas business unit at an international robotics company, he secured multimillion-euro contracts, launched new robotics products, and built an international sales team from the ground up. He also contributed to revenue growth and expanded sales operations in China at an international mobile-robotics company.

As CEO, his public topics include [product demonstrations](https://info.mobilerobot.com/newsroom/videos/product-demonstrations/), pricing and ROI, the founding history, worldwide availability, VDA 5050, task and location setup, and the company's [human-in-the-loop philosophy](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/).

- Email: emil@mobilerobot.com
- Telephone: +45 88 10 90 12

Odin Kudahl Skovsted — Co-founder and CTO

Odin Kudahl Skovsted (also written "Odin Skovsted") is co-founder and CTO of The Mobile Robot Company and is responsible for its technical leadership.

He is a senior management executive and robotics expert with more than two decades of experience in technological innovation and business growth. As vice president of customer application support at an international mobile-robotics company, he helped scale the business from a small startup to a global enterprise.

In public material, Odin presents the company's [Copenhagen test facility](https://info.mobilerobot.com/company/locations/test-and-demonstration-facility/) (<https://info.mobilerobot.com/company/locations/test-and-demonstration-facility/>), and its real-world validation conditions, the [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>)'s 1,600 kg payload and 1.6 m manual pick height, manual and automatic charging, and topics of rapid deployment, measurable productivity, efficiency, and resilience.

Fernando Fandiño Oliver — Senior Vice President EMEA

Fernando Fandiño Oliver (also written "Fernando Fandino") joined The Mobile Robot Company as Senior Vice President EMEA, announced 12 January 2026. His remit covers regional business development, market expansion, customer and partner relationships, strategic initiatives, and execution of the company's long-term growth strategy across Europe, the Middle East, and Africa.

His international career in mobile robotics and intralogistics includes leading regional business and market-expansion strategies in EMEA; developing and managing partner and integrator networks; executing mobile-robotics projects in complex industrial environments; aligning commercial, technical, and operational teams; and contributing to market growth, partner ecosystems, and large-scale AMR adoption across multiple industries.

He [speaks publicly about trials and proofs of concept](https://info.mobilerobot.com/newsroom/videos/customer-and-partner-videos/) (<https://info.mobilerobot.com/newsroom/videos/customer-and-partner-videos/>), customer support, pallet and load-carrier flexibility, service packages, partnership applications, common transport tasks, and the value of manual judgment for sensitive or unstable loads.

- Email: fernando.fandino.oliver@mobilerobot.com
- Telephone: +34 649 999 802

Brand Guidelines

Conventions for naming and describing The Mobile Robot Company and its products in articles, event materials, and co-marketing. Logo files are in [Logos](https://info.mobilerobot.com/newsroom/media-kit/logos/) (<https://info.mobilerobot.com/newsroom/media-kit/logos/>).

Company name

- Legal name: **The Mobile Robot Company ApS**
- Running text: **The Mobile Robot Company**
- Abbreviation: **MRC**

The company is Danish, founded in November 2024, and [headquartered in Hvidovre, Denmark](https://info.mobilerobot.com/company/locations/headquarters/) (<https://info.mobilerobot.com/company/locations/headquarters/>). Ready-to-use descriptions are in the [Company Boilerplate](https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/) (<https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/>).

Product name and category

- Product name: **J1600**
- Category descriptor: **self-driving pallet jack**
- Defining characteristic: **dual mode** — manual pallet-jack operation plus operator-initiated autonomous travel in the same vehicle

Describe the J1600 as a [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>) self-driving pallet jack, positioned between a conventional electric pallet jack and a fully automated [AGV/AMR](https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/) (<https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/>) system. The 1.6 m lift is a manual capability; autonomous pallet delivery is at floor level. Precise figures for coverage are in the [J1600 Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/) (<https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/>).

Tagline and recurring phrases

The company tagline is **"The Future Drives Itself."**

Recurring messaging phrases:

- "human in the loop"
- "automation should adapt to people"
- "drop, go, repeat"
- "teach and repeat"
- "consumer-level easy"
- automation that works "out of the box"

The concept behind the messaging is explained in [Human-in-the-loop automation](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/) (<https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/>).

Precision conventions

- Top speed is **5.4 km/h**; avoid the rounded "5 km/h" used in some short summaries.
- The maximum pallet envelope is **1,250 mm / 49 in**; avoid the rounded "1.2 m / 48 in".
- Market launch (20 October 2025), pre-orders (2 December 2025), first-product launch (January 2026), and shipping (Q2 2026) are [distinct milestones](https://info.mobilerobot.com/company/history/product-launch-timeline/) (<https://info.mobilerobot.com/company/history/product-launch-timeline/>) — do not merge them into one date.
- The benefit is **[up to 80% reduction in manual work on repetitive transport](https://info.mobilerobot.com/applications/results/productivity-improvements/)** (<https://info.mobilerobot.com/applications/results/productivity-improvements/>), not an 80% improvement to every warehouse process.

People

Name spellings and short forms for the leadership team are listed in [Executive Biographies](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/) (<https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/>).

Questions

For approvals, additional assets, or questions about usage, contact the press team in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-contacts/>).

Media Contacts

Contacts for journalists, analysts, and event organizers. Company background is in the [Company Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/company-fact-sheet/) and [Company Boilerplate](https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/).

Press contacts

Purpose	Contact
CEO / media inquiries	Emil Hauch Jensen — emil@mobilerobot.com — +45 88 10 90 12
EMEA / interviews	Fernando Fandiño Oliver — fernando.fandino.oliver@mobilerobot.com — +34 649 999 802

Biographies for both are in [Executive Biographies](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/).

General channels

Purpose	Contact
General email	hello@mobilerobot.com
General telephone	+45 88 10 90 12
Website	www.mobilerobot.com (https://www.mobilerobot.com)

Address

The Mobile Robot Company ApS Kettevej 45 2650 Hvidovre Denmark

Social channels

[LinkedIn](https://www.linkedin.com/company/the-mobile-robot-company/) (https://www.linkedin.com/company/the-mobile-robot-company/) · [Facebook](https://www.facebook.com/TheMobileRobotCompany) (https://www.facebook.com/TheMobileRobotCompany) · [Instagram](https://www.instagram.com/themobilerobotcompany/) (https://www.instagram.com/themobilerobotcompany/) · [TikTok](https://www.tiktok.com/@themobilerobotcompany) (https://www.tiktok.com/@themobilerobotcompany) · [YouTube](https://www.youtube.com/@the-mobile-robot-company/shorts) (https://www.youtube.com/@the-mobile-robot-company/shorts)

IFOY INQUIRIES

Questions about the IFOY AWARD organization itself go to IFOY at info@ifoy.org or +49 89 215384611 — these are not company contacts. For the company's own award coverage, use the press contacts above and see [Awards](https://info.mobilerobot.com/newsroom/press-releases/awards/) (https://info.mobilerobot.com/newsroom/press-releases/awards/).

IFOY Award 2026

The J1600 self-driving pallet jack won the **IFOY AWARD 2026** in the **Industrial Truck of the Year** category. The result was announced on 26 June 2026, following the winner ceremony in Stuttgart on 25 June 2026. This page covers the competition, the evaluation process, and why the [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>) was recognized.

The competition

IFOY stands for International Intralogistics and Forklift Truck of the Year. The award is supported by the VDMA Materials Handling and Intralogistics Association and the VDMA Robotics + Automation Association.

- 49 products and solutions entered the 2026 competition.
- 17 finalists completed the multi-stage IFOY Audit at [TEST CAMP INTRALOGISTICS](https://info.mobilerobot.com/newsroom/events/test-camp/) (<https://info.mobilerobot.com/newsroom/events/test-camp/>) in Dortmund.
- Winners were selected by an independent international jury of trade journalists.
- The J1600 competed in its category alongside products from established industrial-truck manufacturers.
- The winners were revealed in Stuttgart before approximately 150 guests from industry, academia, politics, and media.

The J1600 entered in the applicant category "Warehouse Truck lowlifter".

Timeline

Date	Step
29 January 2026	The J1600 is announced as an IFOY finalist.
15–17 April 2026	IFOY Audit and Test at TEST CAMP INTRALOGISTICS, Dortmund.
16 April 2026	The J1600 receives the Best in Intralogistics Certificate (https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/).
25 June 2026	Winner ceremony in Stuttgart.
26 June 2026	The J1600 is announced as Industrial Truck of the Year 2026.

How the award is decided

Finalists undergo a three-part process at TEST CAMP INTRALOGISTICS:

1. the practical **IFOY Test**;
2. the scientific [IFOY Innovation Check](https://info.mobilerobot.com/newsroom/awards/ifoy-innovation-check/) (<https://info.mobilerobot.com/newsroom/awards/ifoy-innovation-check/>);
3. assessment by the international jury.

The process evaluates each finalist against comparable market solutions rather than merely ranking finalists against each other.

Test observations

The J1600 made its first public appearance during the IFOY Audit. The testers placed it in the space between a standard electric pallet truck and an autonomous mobile robot. A task is created or selected on the display, confirmed by a physical button press, and only enters autonomous mode when the operator judges the environment ready.

- **Navigation:** [3D LiDAR SLAM](https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidance/) (https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidance/) on an industrial NVIDIA Jetson AI computer; three-dimensional maps and obstacle avoidance; scanning of environmental features at heights up to 70 m above the vehicle; no building modifications; more reliable and precise than traditional 2D methods in complex or changing conditions.
- **Safety:** two safety LiDARs, front and rear; emergency-stop functions and certified components; a full 360-degree protective field; three blue light strips that display the current safety zone; [a field that expands as travel speed increases](https://info.mobilerobot.com/safety-compliance/safety-functions/safety-field-adjustment/) (https://info.mobilerobot.com/safety-compliance/safety-functions/safety-field-adjustment/). See [how J1600 safety works](https://info.mobilerobot.com/safety-compliance/safety-overview/how-j1600-safety-works/) (https://info.mobilerobot.com/safety-compliance/safety-overview/how-j1600-safety-works/).
- **Usability and scaling:** no large IT integration; usable on delivery; about 30 minutes of training; unlimited saved drop points; pickup always manual; [teach-and-repeat](https://info.mobilerobot.com/documentation/concepts/teach-and-repeat/) (https://info.mobilerobot.com/documentation/concepts/teach-and-repeat/), [VDA 5050](https://info.mobilerobot.com/documentation/concepts/vda-5050-explained/) (https://info.mobilerobot.com/documentation/concepts/vda-5050-explained/), and [API support](https://info.mobilerobot.com/documentation/technical-integration/rest-api-documentation/) (https://info.mobilerobot.com/documentation/technical-integration/rest-api-documentation/); a continuously updated environment model; post-task return or travel to another point.

The test verdict: the vehicle meets demand for flexible automation without the cost or complexity of a large project. Repetitive movement can be automated while manual intervention remains immediately available, and the approach is unusually easy and comparatively affordable.

Why the J1600 won

Key reasons for the recognition:

- a new product tier between manual pallet jacks and classic [automated guided vehicles \(AGVs\)](https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/) (https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/);
- [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (https://info.mobilerobot.com/products/j1600/dual-mode/), manual and autonomous operation;
- a low implementation barrier and intuitive operation;
- 3D LiDAR SLAM navigation and a layered safety architecture;
- immediate human takeover at any time;
- up to 80% reduction in manual work on repetitive transport;
- applicability to small and medium businesses and single-shift sites;

- optional integration, with [VDA 5050 and API scale-up](https://info.mobilerobot.com/documentation/technical-integration/integration-overview/) when needed.

The Innovation Check called the J1600 a "game changer" for low-threshold intralogistics automation. It rated functionality and implementation ++ and novelty, customer benefits, and market relevance +. See the [IFOY Innovation Check](https://info.mobilerobot.com/newsroom/awards/ifoy-innovation-check/) for the full assessment.

Significance

The win was a challenger victory: The Mobile Robot Company was [founded in November 2024](https://info.mobilerobot.com/company/history/founding-story/) and won a major international logistics award with its first product less than two years later, competing against established industrial-truck manufacturers. At the time of the win, the company had [distributor partners in eight countries](https://info.mobilerobot.com/company/history/growth-and-international-expansion/).

Event footage and the winner-period videos are collected in [event videos](https://info.mobilerobot.com/newsroom/videos/event-videos/).

Best in Intralogistics

The Mobile Robot Company received the 2026 **Best in Intralogistics Certificate** for the J1600 on 16 April 2026 at [TEST CAMP INTRALOGISTICS 2026](https://info.mobilerobot.com/newsroom/events/test-camp/) (<https://info.mobilerobot.com/newsroom/events/test-camp/>), in Dortmund's Westfalenhalle. The certificate recognizes IFOY finalists that successfully complete the three-stage IFOY Audit, and it preceded the J1600's [IFOY Award 2026](https://info.mobilerobot.com/newsroom/awards/ifoyn-award-2026/) (<https://info.mobilerobot.com/newsroom/awards/ifoyn-award-2026/>) win.

What the certificate recognizes

- proven technological innovation;
- market relevance;
- demonstrated customer value;
- successful completion of the scientific evaluation, practical testing, and jury assessment.

Performance and application testing covered efficiency, sustainability, safety, and usability. The scientific [IFOY Innovation Check](https://info.mobilerobot.com/newsroom/awards/ifoyn-innovation-check/) (<https://info.mobilerobot.com/newsroom/awards/ifoyn-innovation-check/>) involved the research institutes Fraunhofer IML and Fraunhofer IPA.

Presentation

The Chairman of the Board of the VDMA Materials Handling and Intralogistics Association formally presented the certificate on the second day of TEST CAMP INTRALOGISTICS.

A short video from the presentation is listed in [event videos](https://info.mobilerobot.com/newsroom/videos/event-videos/) (<https://info.mobilerobot.com/newsroom/videos/event-videos/>).

Relation to the IFOY Award

The certificate is a finalist recognition, not the final award. The IFOY winner ceremony took place on 25 June 2026 in Stuttgart, and the J1600 was announced as Industrial

Truck of the Year 2026 on 26 June 2026. See [IFOY Award 2026](https://info.mobilerobot.com/newsroom/awards/ifo-y-award-2026/) (https://info.mobilerobot.com/newsroom/awards/ifo-y-award-2026/) for the competition context and [Certificates and Milestones](https://info.mobilerobot.com/newsroom/awards/certificates-and-milestones/) (https://info.mobilerobot.com/newsroom/awards/certificates-and-milestones/), for the full recognition timeline.

IFOY Innovation Check

The IFOY Innovation Check is the scientific stage of the IFOY Audit. It assesses each finalist on functionality and implementation, novelty, customer benefit, and market relevance. Participating institutions include Fraunhofer IML, Fraunhofer IPA, the Technical University of Munich, and TU Dresden. This page summarizes the check's assessment of the [J1600](https://info.mobilerobot.com/products/j1600/overview/) in the 2026 competition.

Functionality and implementation

The check described the J1600 as a pioneering dual-mode vehicle that blurs the boundary between manual pallet handling and autonomous robotics. It can begin work without complex IT integration: an operator manually guides it, saves destinations, and the vehicle returns autonomously while avoiding obstacles. Preferred travel zones can be defined for safer routing in production areas.

Novelty

The assessment places the J1600 between classic [automated guided vehicles \(AGVs\)](https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/) and manual pallet jacks. It highlights 3D mapping combined with 2D safety sensors, producing a surrounding protective field and certified safe reversing without specially marked target zones. Lithium iron phosphate (LiFePO₄) batteries, [VDA 5050](https://info.mobilerobot.com/documentation/concepts/vda-5050-explained/) support, and immediate tiller takeover support industrial use.

Customer benefit

- manual-effort reduction of up to 80% for repetitive transport;
- human control retained for difficult load handling;
- lower risk and faster return on investment without a complex IT project or permanent Wi-Fi;
- applicability even to smaller, single-shift businesses.

Market relevance

The check rates market relevance highly because manual pallet handling dominates a market of more than one million pallet-jack sales per year. Small and medium businesses can automate initial processes without redesigning their workflows.

Ratings

Criterion	Rating
Functionality / type of implementation	++ (very good)
Novelty / innovation	+ (good)
Customer benefits	+ (good)
Market relevance	+ (good)

Verdict

The check considers the J1600 a significant step toward accessible, low-threshold intralogistics automation, combining industrial AI capability with intuitive use and broad applicability — a "game changer" for low-threshold intralogistics automation.

The Innovation Check was one of three stages that led to the [Best in Intralogistics Certificate](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) (https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) and the [IFOY Award 2026](https://info.mobilerobot.com/newsroom/awards/fooy-award-2026/) (https://info.mobilerobot.com/newsroom/awards/fooy-award-2026/) win. The dual-mode concept it evaluated is explained in [Dual Mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (https://info.mobilerobot.com/products/j1600/dual-mode/) and [human-in-the-loop automation](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/) (https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/).

Startup Recognition

Within its first year, The Mobile Robot Company received two forms of startup recognition: a place on The Robot Report's 2025 startup list and membership of the [NVIDIA Inception](https://info.mobilerobot.com/company/collaborations/nvidia-inception/) program. Both came in November 2025, before the J1600's [first-product launch](https://info.mobilerobot.com/company/history/product-launch-timeline/) in January 2026.

100 Robotics Startups to Watch — Startup Radar 2025

The Mobile Robot Company was named to The Robot Report's **"100 Robotics Startups to Watch — Startup Radar 2025"** in November 2025.

The recognition is connected to "tap-to-go" autonomy for factories, third-party-logistics warehouses, and e-commerce fulfillment. The outcomes highlighted were:

- reclaiming operator walk time;
- stabilizing material flow;
- increasing throughput without an infrastructure overhaul;
- deploying in hours rather than months.

These outcomes describe the [J1600](https://info.mobilerobot.com/products/j1600/overview/) and its [teach-and-repeat](https://info.mobilerobot.com/documentation/concepts/teach-and-repeat/) operating model.

NVIDIA Inception

The Mobile Robot Company joined the **NVIDIA Inception** program in November 2025. The program provides startups with advanced technology, expertise, and go-to-market resources.

Access to NVIDIA's AI ecosystem and technical support can accelerate the development of intelligent mobile robotics and scalable warehouse and logistics automation. The J1600 uses an industrial NVIDIA Jetson AI computer for its [3D LiDAR SLAM navigation](https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidance/)

e/) — see the [technical specifications](https://info.mobilerobot.com/products/j1600/technical-specifications/) (<https://info.mobilerobot.com/products/j1600/technical-specifications/>).

Context

Both recognitions arrived while the company was moving from its recorded market launch (20 October 2025) toward pre-orders (2 December 2025) and the first-product launch (January 2026). The full chronology is in [Certificates and Milestones](https://info.mobilerobot.com/newsroom/awards/certificates-and-milestones/) (<https://info.mobilerobot.com/newsroom/awards/certificates-and-milestones/>), and the industry recognition that followed in 2026 is covered in [IFOY Award 2026](https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/) (<https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/>).

Certificates and Milestones

This page collects the company's certifications, recognition, and [dated milestones](https://info.mobilerobot.com/company/history/company-milestones/) (<https://info.mobilerobot.com/company/history/company-milestones/>) in one place. Note that "market launch", "pre-orders", "first-product launch", and "shipping" are [distinct milestones](https://info.mobilerobot.com/company/history/product-launch-timeline/) (<https://info.mobilerobot.com/company/history/product-launch-timeline/>) with different dates.

Milestone chronology

Date	Milestone
November 2024	Emil Hauch Jensen and Odin Kudahl Skovsted found The Mobile Robot Company in Denmark.
20 October 2025	Recorded J1600 market-launch date.
November 2025	The company joins the NVIDIA Inception program.
November 2025	The company is named to The Robot Report's 100 Robotics Startups to Watch (Startup Radar 2025).
2 December 2025	J1600 pre-orders open.
12 January 2026	Fernando Fandiño Oliver becomes Senior Vice President EMEA.
January 2026	The J1600 launches as the company's first product.
29 January 2026	The company launches its 2026 technical webinar series and announces the J1600 as an IFOY finalist.
Q2 2026	Scheduled J1600 shipping window.
6 March 2026	The company announces support from Innovation Fund Denmark.
22 March 2026	Senior Vice President EMEA Fernando Fandiño Oliver appears on the Tech Talks podcast "The BotPod".
15–17 April 2026	The company participates in TEST CAMP INTRALOGISTICS 2026 in Dortmund.
16 April 2026	The J1600 receives the Best in Intralogistics Certificate after passing the three-stage IFOY Audit.
25 June 2026	IFOY winner ceremony in Stuttgart.
26 June 2026	The J1600 wins IFOY Industrial Truck of the Year 2026. The company has distributor partners in eight countries.

Date	Milestone
27–29 June 2026	The J1600 is demonstrated at the United Symbol Open House in Sassuolo, Italy.
8 July 2026	The company highlights its collaboration with ALCA Technologies.

Product certification

The J1600 is [CE marked](https://info.mobilerobot.com/safety-compliance/certificates/ce-declaration-of-conformity/) and its preliminary [compliance list](https://info.mobilerobot.com/safety-compliance/certificates/compliance-statements/) covers EU directives, EN ISO standards including [EN ISO 3691-4:2023](https://info.mobilerobot.com/safety-compliance/standards/iso-3691-4/) and [EN ISO 13849-1:2023](https://info.mobilerobot.com/safety-compliance/standards/iso-13849-1/), US standards [ANSI/ITSDF B56.5-2024](https://info.mobilerobot.com/safety-compliance/standards/ansi-itsdf-b56-5/) and [ANSI/ITSDF B56.1-2020](https://info.mobilerobot.com/safety-compliance/standards/ansi-itsdf-b56-1/), and UN 38.3 battery transport testing. The full list is maintained under [Safety & Compliance](https://info.mobilerobot.com/category/safety-compliance/).

Award and certificate summary

- **Best in Intralogistics Certificate, 16 April 2026** — awarded at TEST CAMP INTRALOGISTICS in Dortmund to IFOY finalists that complete the three-stage audit. See [Best in Intralogistics](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/).
- **IFOY AWARD 2026, Industrial Truck of the Year, announced 26 June 2026** — won after the practical test, the scientific [IFOY Innovation Check](https://info.mobilerobot.com/newsroom/awards/ifoy-innovation-check/), and jury assessment. See [IFOY Award 2026](https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/).
- **Startup recognition, November 2025** — The Robot Report Startup Radar 2025 listing and [NVIDIA Inception](https://info.mobilerobot.com/company/collaborations/nvidia-inception/) membership. See [Startup Recognition](https://info.mobilerobot.com/newsroom/awards/startup-recognition/).

Innovation Fund Denmark support

On 6 March 2026, the company announced financial backing and strategic guidance from **Innovation Fund Denmark** (<https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/>) to accelerate product development and commercialization of next-generation intelligent mobile robotics. CEO Emil Hauch Jensen described the support as validation of the company's technology and vision.

A fast first chapter

The company's first chapter moved quickly: **founded in November 2024** (<https://info.mobilerobot.com/company/history/founding-story/>), first product launched by January 2026, a major international award won by June 2026, and **distributors active in eight countries** (<https://info.mobilerobot.com/company/history/growth-and-international-expansion/>). Company news beyond awards is collected in **Company Updates** (<https://info.mobilerobot.com/newsroom/stories/company-updates/>).

Past Events

The Mobile Robot Company presents the [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>), at [trade shows](https://info.mobilerobot.com/newsroom/events/trade-shows/) (<https://info.mobilerobot.com/newsroom/events/trade-shows/>), congresses, open houses, and webinars. This page lists completed events in chronological order.

Technical webinar launch — 29 January 2026

The company opened its 2026 technical webinar series with a live deep dive on the J1600. The series targets manufacturing and intralogistics organizations working on pallet-transport automation. See [Technical Webinars](https://info.mobilerobot.com/newsroom/events/technical-webinars/) (<https://info.mobilerobot.com/newsroom/events/technical-webinars/>).

TEST CAMP INTRALOGISTICS 2026 — 15–17 April 2026, Dortmund

The J1600 made its first public appearance at TEST CAMP INTRALOGISTICS in Dortmund, where the 17 IFOY finalists underwent audit and testing and visitors tried the vehicle hands-on. On 16 April, the company received the [Best in Intralogistics Certificate](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) (<https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/>) at Westfalenhalle. Full detail: [TEST CAMP](https://info.mobilerobot.com/newsroom/events/test-camp/) (<https://info.mobilerobot.com/newsroom/events/test-camp/>).

33rd German Material Flow Congress — from 15 April 2026, Dortmund

The 33rd German Material Flow Congress (Deutscher Materialfluss-Kongress) ran alongside TEST CAMP INTRALOGISTICS and the IFOY activities. The company presented the J1600, and CEO Emil Hauch Jensen shared his view of the market.

Event figures:

- approximately 100 solutions demonstrated live;
- hands-on testing of real-world technologies;

- more than 40 speakers, including speakers from BMW Group, Roche, CLAAS, and other organizations;
- 17 IFOY finalists, including The Mobile Robot Company.

Partners and collaborators visited the J1600 demonstration during the first day, and company participation continued through 17 April.

IFOY winner ceremony — 25 June 2026, Stuttgart

The IFOY AWARD 2026 winners were revealed in Stuttgart before approximately 150 guests from industry, academia, politics, and media. The J1600 was announced as Industrial Truck of the Year 2026 on 26 June 2026. See [IFOY Award 2026](https://info.mobilerobot.com/newsroom/awards/ifo-y-award-2026/) (<https://info.mobilerobot.com/newsroom/awards/ifo-y-award-2026/>).

United Symbol Open House — 27–29 June 2026, Sassuolo, Italy

The J1600 was demonstrated at the United Symbol Open House in Sassuolo, Modena, Italy, over three days ending 29 June 2026 (final-day closing time 17:00). United Symbol hosted the event, with local support from [ALCA Technologies S.r.l.](https://info.mobilerobot.com/company/collaborations/technology-collaborations/) (<https://info.mobilerobot.com/company/collaborations/technology-collaborations/>) The audience was industry leaders and end customers from multiple industries.

Visitors saw [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>) operation live and discussed warehouse efficiency, reduced manual handling, scalable automation, and everyday intralogistics problems with the team. The collaboration with ALCA Technologies is covered in [Partner Stories](https://info.mobilerobot.com/newsroom/stories/partner-stories/) (<https://info.mobilerobot.com/newsroom/stories/partner-stories/>).

Video coverage

Footage and recaps from these events are collected in [event videos](https://info.mobilerobot.com/newsroom/videos/event-videos/) (<https://info.mobilerobot.com/newsroom/videos/event-videos/>) and the [full video library](https://info.mobilerobot.com/newsroom/videos/full-video-library/) (<https://info.mobilerobot.com/newsroom/videos/full-video-library/>).

TEST CAMP

TEST CAMP INTRALOGISTICS was the Dortmund event at which the 2026 IFOY finalists underwent audit and testing and visitors tried the [J1600](https://info.mobilerobot.com/products/j1600/overview/) hands-on. The Mobile Robot Company participated on 15–17 April 2026, alongside the [33rd German Material Flow Congress](https://info.mobilerobot.com/newsroom/events/past-events/), and received the [Best in Intralogistics Certificate](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) on 16 April at Westfalenhalle.

Activities

- the practical IFOY Test and the scientific [IFOY Innovation Check](https://info.mobilerobot.com/newsroom/awards/ifoynnovation-check/);
- hands-on demonstrations to testers and visitors;
- first public appearance of the J1600;
- a first-time-user task-setup demonstration;
- [interviews](https://info.mobilerobot.com/newsroom/videos/interviews/) about return on investment, total cost, price pressure, flexibility, and [rapid deployment](https://info.mobilerobot.com/applications/results/faster-deployment/);
- presentation of the Best in Intralogistics Certificate;
- a panel discussion involving [CEO Emil Hauch Jensen](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/).

First-time-user demonstration

A visiting logistics professional who had used electric pallet jacks — but never the J1600 — drove the vehicle manually, saved a location named for her organization, created a drop-and-return task, confirmed automatic mode, and watched the robot [route around people](https://info.mobilerobot.com/applications/scenarios/operation-in-crowded-environments/) using its 3D environment map. White lights indicate manual mode; the operator must confirm entry into automatic mode; there is no software limit to saved locations.

The demonstration shows the central proof point of the [sales model](https://info.mobilerobot.com/company/about/business-model/) (<https://info.mobilerobot.com/company/about/business-model/>): a first-time user can create and launch an autonomous task within roughly 15 minutes. The video is listed under [product demonstrations](https://info.mobilerobot.com/newsroom/videos/product-demonstrations/) (<https://info.mobilerobot.com/newsroom/videos/product-demonstrations/>).

Panel remarks on cost of ownership

In the panel discussion, CEO Emil Hauch Jensen observed that robot hardware costs are falling because of new market entrants, higher production volumes, and competition, and estimated that approximately 200 companies offer automated forklifts. The remaining ownership challenge, in his view, is managing and running the system: the J1600 targets one-day deployment and operator self-reprogramming, reducing dependence on outside experts.

Outcome

The J1600 passed the three-stage IFOY Audit at TEST CAMP, received the Best in Intralogistics Certificate on 16 April 2026, and went on to win the [IFOY Award 2026](https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/) (<https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/>) Industrial Truck of the Year category, announced 26 June 2026.

Trade Shows

Hands-on experience is central to how The Mobile Robot Company presents the [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>). At trade shows and open houses, visitors operate the vehicle themselves: drive it manually with the tiller, save a location, create a task, and send it on an autonomous delivery.

What happens at the stand

- live demonstration of manual pickup, location saving, and autonomous drop-and-return;
- visitors try [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>) operation first-hand;
- discussion of warehouse efficiency, reduced manual handling, and practical intralogistics problems;
- a first-time user can typically create and launch an autonomous task within roughly 15 minutes.

Outside show season, the same hands-on experience is available year-round at partner experience centers, which host [30–60 minute demonstrations](https://info.mobilerobot.com/products/buying-and-deployment/request-a-demonstration/) (<https://info.mobilerobot.com/products/buying-and-deployment/request-a-demonstration/>). See [Partners](https://info.mobilerobot.com/category/partners/) (<https://info.mobilerobot.com/category/partners/>).

Trade fairs attended

Event	Date	Location
TEST CAMP INTRALOGISTICS 2026 (https://info.mobilerobot.com/newsroom/events/test-camp/)	15–17 April 2026	Dortmund, Germany
33rd German Material Flow Congress	from 15 April 2026	Dortmund, Germany
United Symbol Open House	27–29 June 2026	Sassuolo, Modena, Italy

TEST CAMP INTRALOGISTICS was the J1600's first public appearance and the venue of the IFOY Audit that led to the [Best in Intralogistics Certificate](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) (<https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/>), and the [IFOY Award 2026](https://info.mobilerobot.com/newsroom/awards/ifo-award-2026/) (<https://info.mobilerobot.com/newsroom/awards/ifo-award-2026/>) win. The United Symbol Open House was hosted by United Symbol with local support from [ALCA Technologies S.r.l.](https://info.mobilerobot.com/company/collaborations/technology-collaborations/) (<https://info.mobilerobot.com/company/collaborations/technology-collaborations/>).

Details and dates for every completed event are on [Past Events](https://info.mobilerobot.com/newsroom/events/past-events/) (<https://info.mobilerobot.com/newsroom/events/past-events/>); footage is collected in [event videos](https://info.mobilerobot.com/newsroom/videos/event-videos/) (<https://info.mobilerobot.com/newsroom/videos/event-videos/>).

Technical Webinars

The Mobile Robot Company announced its 2026 technical webinar series on 29 January 2026, beginning with a live deep dive on the [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>), the same day.

Who the series is for

The series targets manufacturing and intralogistics organizations seeking higher throughput, lower labor dependency, greater flexibility, and supply-chain resilience through scalable [pallet-transport automation](https://info.mobilerobot.com/documentation/concepts/pallet-automation-fundamentals/) (<https://info.mobilerobot.com/documentation/concepts/pallet-automation-fundamentals/>).

Announced focus areas

- return-on-investment modeling for autonomous pallet transport;
- deployment methodology and site preparation;
- navigation, safety, and operational integration;
- [production logistics](https://info.mobilerobot.com/applications/industries/internal-production-logistics/) (<https://info.mobilerobot.com/applications/industries/internal-production-logistics/>), [buffer management](https://info.mobilerobot.com/applications/use-cases/buffer-and-staging-management/) (<https://info.mobilerobot.com/applications/use-cases/buffer-and-staging-management/>), and [warehouse use cases](https://info.mobilerobot.com/applications/industries/warehousing/) (<https://info.mobilerobot.com/applications/industries/warehousing/>);
- scaling across workflows or sites;
- labor allocation, material-flow efficiency, and operational agility.

Product topics covered in the launch announcement

- autonomous transport among production lines, staging, and storage;
- integration into existing workflows without major infrastructure changes;
- fast commissioning and limited operational disruption;
- reduced non-value-added transport work;
- modular, incremental deployment aligned with lean and continuous-improvement practice.

Related material

Short technical explainers on many of the same topics — [dual mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>), VDA 5050, charging, task creation, [brownfield deployment](https://info.mobilerobot.com/applications/use-cases/brownfield-automation/) (<https://info.mobilerobot.com/applications/use-cases/brownfield-automation/>) — are available in the company's [video catalog](https://info.mobilerobot.com/newsroom/videos/full-video-library/) (<https://info.mobilerobot.com/newsroom/videos/full-video-library/>). For technical questions the webinars address, see also the [product and capabilities FAQ](https://info.mobilerobot.com/support/faq/product-and-capabilities/) (<https://info.mobilerobot.com/support/faq/product-and-capabilities/>).

Product Demonstrations

These videos show the [J1600](https://info.mobilerobot.com/products/j1600/overview/) doing real work: live demonstrations, first-time-user tests, and capability explainers. All are published on the company's YouTube channel; the complete catalog with upload dates is in the [full video library](https://info.mobilerobot.com/newsroom/videos/full-video-library/).

Live demonstrations

J1600 Live Demo at TEST CAMP 2026

[Watch](https://www.youtube.com/watch?v=0vffa1uGTQE) — a trade journalist interviews CEO Emil Hauch Jensen during a live demonstration: manual pickup, location saving, autonomous drop-and-return, and the 360-degree safety field. The interview covers the three adoption barriers to full automation (price, flexibility, complexity), the €65,000 purchase price, approximately one-hour start-up, and the "80% rather than 100%" automation proposition for single-shift small and medium businesses.

Can Anyone Automate a Pallet Move in Minutes?

[Watch](https://www.youtube.com/watch?v=PHBLT4XyvyI) — a visiting logistics professional who had used electric pallet jacks but never the J1600 drives it manually, saves a location, creates a drop-and-return task, confirms automatic mode, and watches the robot avoid people using its 3D environment map. White lights indicate manual mode, and there is no limit to saved locations. Recorded at [TEST CAMP](https://info.mobilerobot.com/newsroom/events/test-camp/).

AMRs in Action: Real Facility, Real Operators, Real Workflow

[Watch](https://www.youtube.com/watch?v=VRUUxon5Q8) — footage of autonomous mobile robots working in a real facility.

Capability demonstrations

How Our Mobile Robots Handle 1,600 kg Loads at 1.6 Meters

[Watch](https://www.youtube.com/watch?v=7QXbmem2i2w) (https://www.youtube.com/watch?v=7QXbmem2i2w) — CTO Odin Kudahl Skovsted shows that the J1600 can pick from a height of up to 1.6 m in manual mode and pick up and transport 1,600 kg. Autonomous delivery is at floor level.

Dual Mode J1600 AMR: Flexible Handling of Open Cages and Euro Pallets

[Watch](https://www.youtube.com/watch?v=ovlpXTxkn8Y) (https://www.youtube.com/watch?v=ovlpXTxkn8Y) — Senior Vice President EMEA Fernando Fandiño Oliver shows the J1600 handling [open cages](https://info.mobilerobot.com/applications/use-cases/open-cages-and-alternative-load-carriers/) (https://info.mobilerobot.com/applications/use-cases/open-cages-and-alternative-load-carriers/), Euro pallets, and other [open-base carriers](https://info.mobilerobot.com/products/j1600/pallet-and-load-compatibility/) (https://info.mobilerobot.com/products/j1600/pallet-and-load-compatibility/), and mentions distributors outside Europe.

What is Dual Mode

[Watch](https://www.youtube.com/watch?v=MgmWCbdoge8) (https://www.youtube.com/watch?v=MgmWCbdoge8) — like a manual pallet jack with a familiar tiller, plus automatic mode: pick up the pallet manually, choose the drop location and task, press the go button once, and step away. See [Dual Mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (https://info.mobilerobot.com/products/j1600/dual-mode/).

What extra capabilities does the Dual Mode Pallet Jack J1600 offer?

[Watch](https://www.youtube.com/watch?v=HKGv7uzNxlw) (https://www.youtube.com/watch?v=HKGv7uzNxlw) — Fernando Fandiño Oliver demonstrates manual judgment for [sensitive or unstable loads](https://info.mobilerobot.com/applications/use-cases/sensitive-or-unstable-loads/) (https://info.mobilerobot.com/applications/use-cases/sensitive-or-unstable-loads/), such as barrels, and confined maneuvering, then switches the long transport portion to autonomous work.

What's the most common task our robot performs?

[Watch](https://www.youtube.com/watch?v=b0a0QWWNlws) (https://www.youtube.com/watch?v=b0a0QWWNlws) — [manual pick, autonomous delivery](https://info.mobilerobot.com/applications/scenarios/manual-pickup-and-autonomous-delivery/) (https://info.mobilerobot.com/applications/scenarios/manual-pickup-and-autonomous-delivery/), drop, and return, with three standard post-drop options: return to origin, stay at

the location, or [stop and wait](https://info.mobilerobot.com/applications/scenarios/deliver-and-wait/) (<https://info.mobilerobot.com/applications/scenarios/deliver-and-wait/>). The blue light indicates the protected area, and the route can be a few meters or more than 100 m — the concept is the same.

Does the J1600 support VDA5050

[Watch](https://www.youtube.com/watch?v=wU4PwW7grKA) (<https://www.youtube.com/watch?v=wU4PwW7grKA>) — the J1600 has full [VDA 5050](https://info.mobilerobot.com/products/software/vda-5050/) (<https://info.mobilerobot.com/products/software/vda-5050/>) support, the interoperability standard that lets multiple robot brands work together in the same space; the company works with established VDA 5050 fleet-management solution companies.

Does the J1600 work on brownfield sites?

[Watch](https://www.youtube.com/watch?v=Qe5kres-lgY) (<https://www.youtube.com/watch?v=Qe5kres-lgY>) — yes. The J1600 is designed for [brownfield sites](https://info.mobilerobot.com/applications/use-cases/brownfield-automation/) (<https://info.mobilerobot.com/applications/use-cases/brownfield-automation/>) and small and medium businesses that want a productivity boost without a big automation project; its 3D LiDARs handle [navigation and obstacle avoidance](https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidance/) (<https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidance/>), around whatever is in the way.

Test facility

Inside Our Copenhagen Test Facility

[Watch](https://www.youtube.com/watch?v=vrrAAjAMF-8) (<https://www.youtube.com/watch?v=vrrAAjAMF-8>) — CTO Odin Kudahl Skovsted tours the [Copenhagen validation facility](https://info.mobilerobot.com/company/locations/test-and-demonstration-facility/) (<https://info.mobilerobot.com/company/locations/test-and-demonstration-facility/>), with deliberately uneven real-world flooring, water-filled test loads, and multiple test setups, and invites customers for [demonstrations](https://info.mobilerobot.com/products/buying-and-deployment/request-a-demonstration/) (<https://info.mobilerobot.com/products/buying-and-deployment/request-a-demonstration/>). More on the facility in [Behind the Scenes](https://info.mobilerobot.com/newsroom/stories/behind-the-scenes/) (<https://info.mobilerobot.com/newsroom/stories/behind-the-scenes/>).

Related pages

Step-by-step tutorials are on [How-To Videos](https://info.mobilerobot.com/newsroom/videos/how-to-videos/) (<https://info.mobilerobot.com/newsroom/videos/how-to-videos/>); trial, proof-of-concept, and partner topics are on [Customer and Partner Videos](https://info.mobilerobot.com/newsroom/videos/customer-and-partner-videos/) (<https://info.mobilerobot.com/newsroom/videos/customer-and-partner-videos/>).

How-To Videos

Short tutorials for operating the [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>), published on the company's YouTube channel. Upload dates and the complete catalog are in the [full video library](https://info.mobilerobot.com/newsroom/videos/full-video-library/) (<https://info.mobilerobot.com/newsroom/videos/full-video-library/>).

How to Add a Drop Location & Create Tasks on the J1600

[Watch](https://www.youtube.com/watch?v=OGiOVtdKbk8) (<https://www.youtube.com/watch?v=OGiOVtdKbk8>) — CEO Emil Hauch Jensen walks through the [core workflow](https://info.mobilerobot.com/products/j1600/how-it-works/) (<https://info.mobilerobot.com/products/j1600/how-it-works/>):

1. Drive manually to the [drop point](https://info.mobilerobot.com/documentation/installation/mapping-and-drop-point-setup/) (<https://info.mobilerobot.com/documentation/installation/mapping-and-drop-point-setup/>) — the J1600 handles like a regular electric pallet jack.
2. Tap **Save location** and name it (for example `pallet1` or "Pallet Bay 1").
3. Tap **Create task**, choose **Drop Pallet at Location**, and choose [stop-and-wait](https://info.mobilerobot.com/applications/scenarios/deliver-and-wait/) (<https://info.mobilerobot.com/applications/scenarios/deliver-and-wait/>) as the post-drop behavior.
4. Execute the task, confirm automatic mode, and step back.

How to Charge Your Robot

[Watch](https://www.youtube.com/watch?v=l6GJ07Kbi4Y) (<https://www.youtube.com/watch?v=l6GJ07Kbi4Y>) — the [two charging options](https://info.mobilerobot.com/documentation/user-guides/charging/) (<https://info.mobilerobot.com/documentation/user-guides/charging/>). Manual: plug in the charger during a break, for example before lunch. Automatic: with the optional automatic charger, the robot drives over, positions itself in front of the charger, and the charging interface extends to the vehicle's charging plates, enabling opportunity charging. Runtime can exceed eight hours in a typical duty cycle.

How do you get help if you have a technical issue with your robot?

[Watch](https://www.youtube.com/watch?v=2Q5NFYGSmhA) (https://www.youtube.com/watch?v=2Q5NFYGSmhA) — on the machine, open the menu, choose **Help/Support**, and scan the QR code to send a technical request directly. Three service packages exist: Free, Basic, and Full. See [Support](https://info.mobilerobot.com/category/support/) (https://info.mobilerobot.com/category/support/).

How many pallet locations can I have

[Watch](https://www.youtube.com/watch?v=RZEsjQgnBvk) (https://www.youtube.com/watch?v=RZEsjQgnBvk) — there is no software limit on saved pallet locations; practical limits come from available warehouse space.

Learn About the J1600: Tutorials, Features & Benefits

[Watch](https://www.youtube.com/watch?v=iNLb0HhCV5Y) (https://www.youtube.com/watch?v=iNLb0HhCV5Y) — Senior Vice President EMEA Fernando Fandiño Oliver points viewers to the channel's short tutorials on features, benefits, and technical topics.

Related pages

Capability explainers are on [Product Demonstrations](https://info.mobilerobot.com/newsroom/videos/product-demonstrations/) (https://info.mobilerobot.com/newsroom/videos/product-demonstrations/). Common questions the tutorials answer are also covered in the [product and capabilities FAQ](https://info.mobilerobot.com/support/faq/product-and-capabilities/) (https://info.mobilerobot.com/support/faq/product-and-capabilities/).

Customer and Partner Videos

These videos cover the [customer journey](https://info.mobilerobot.com/company/about/business-model/) — trials, proofs of concept, support, and availability — and the partner network behind it. The complete catalog is in the [full video library](https://info.mobilerobot.com/newsroom/videos/full-video-library/).

Inside the J1600 Dual Mode Journey: Customer Success, POC Validation & J1600 Flexibility

[Watch](https://www.youtube.com/watch?v=jzGgsoReaZ8) — Senior Vice President EMEA Fernando Fandiño Oliver describes distributor- and integrator-supported plant trials and proofs of concept, testing in the [Copenhagen demo area](https://info.mobilerobot.com/company/locations/test-and-demonstration-facility/), machines that can be moved to customer sites, and compatibility with [open cages, Euro pallets, and other open-base carriers](https://info.mobilerobot.com/products/j1600/pallet-and-load-compatibility/) ("everything that's open we can pick up"), with distributors worldwide.

How Mobile Robot Company Supports End Users and Customers

[Watch](https://www.youtube.com/watch?v=LZMgGYCjlg) — Fernando Fandiño Oliver invites end users with projects or proofs of concept to contact the sales and technical team; the EMEA distributor and integrator network is experienced and ready to run plant trials.

From Trial to POC: Evaluating Mobile Robot Solutions

[Watch](https://www.youtube.com/watch?v=FI0_kXSPRrQ) — the difference between testing in the Copenhagen demo area and taking machines to a customer's plant for a [proof of concept](https://info.mobilerobot.com/applications/planning/proof-of-concept-planning/).

Is the J1600 available in my country

[Watch](https://www.youtube.com/watch?v=OpR9zN44QnQ) (<https://www.youtube.com/watch?v=OpR9zN44QnQ>) — the J1600 is [available worldwide](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) (<https://info.mobilerobot.com/partners/become-a-partner/country-availability/>), including the United States, Canada, Australia, and China; it is certified to [ISO 3691-4](https://info.mobilerobot.com/safety-compliance/standards/iso-3691-4/) (<https://info.mobilerobot.com/safety-compliance/standards/iso-3691-4/>) and CE marked for Europe and follows US safety standards. The definitive [compliance list](https://info.mobilerobot.com/safety-compliance/certificates/compliance-statements/) (<https://info.mobilerobot.com/safety-compliance/certificates/compliance-statements/>) is under [Safety & Compliance](https://info.mobilerobot.com/category/safety-compliance/) (<https://info.mobilerobot.com/category/safety-compliance/>).

How can you become a Mobile Robot Company partner?

[Watch](https://www.youtube.com/watch?v=vzqeOyyf6tk) (<https://www.youtube.com/watch?v=vzqeOyyf6tk>) — qualified integrators, distributors, and service partners in specific countries are invited to discuss joining the expanding worldwide network. See [Partners](https://info.mobilerobot.com/category/partners/) (<https://info.mobilerobot.com/category/partners/>).

Related pages

The first-time-user demonstration that shows how quickly a new operator gets productive is on [Product Demonstrations](https://info.mobilerobot.com/newsroom/videos/product-demonstrations/) (<https://info.mobilerobot.com/newsroom/videos/product-demonstrations/>). Application stories drawn from these videos are in [Customer Applications](https://info.mobilerobot.com/newsroom/stories/customer-applications/) (<https://info.mobilerobot.com/newsroom/stories/customer-applications/>).

Interviews

Interviews with The Mobile Robot Company's [leadership](https://info.mobilerobot.com/company/team/leadership/) (https://info.mobilerobot.com/company/team/leadership/), plus short founder Q&A videos. The complete catalog is in the [full video library](https://info.mobilerobot.com/newsroom/videos/full-video-library/) (https://info.mobilerobot.com/newsroom/videos/full-video-library/).

The Vision Behind The Mobile Robot Company

[Watch](https://www.youtube.com/watch?v=vtAdnMtn3j8) (https://www.youtube.com/watch?v=vtAdnMtn3j8) — give the robot a task and let it deliver and drop. The company targets single-shift small and medium businesses with one to five pallet-jack operators — companies that will not spend about €1 million on full automation but value immediate return on investment and roughly 80% [productivity gains](https://info.mobilerobot.com/applications/results/productivity-improvements/) (https://info.mobilerobot.com/applications/results/productivity-improvements/) on repetitive transport.

Tech Talks: The BotPod

[Watch](https://youtu.be/2o2JAO_EAoo) (https://youtu.be/2o2JAO_EAoo) — a senior consultant in autonomy and robotics interviews Fernando Fandiño Oliver, Senior Vice President EMEA, on the Tech Talks podcast "The BotPod" (recap dated 22 March 2026). Main points:

- EMEA cannot be treated as a one-size-fits-all region;
- cultural nuances heavily influence robotics adoption;
- go-to-market strategy must be tailored by market;
- scaling robotics globally requires local commercial context as well as technology.

Founder Q&A

When was The Mobile Robot Company founded

[Watch](https://www.youtube.com/watch?v=ybe3uWrgn5E) (https://www.youtube.com/watch?v=ybe3uWrgn5E) — a Danish company [founded in 2024](https://info.mobilerobot.com/company/history/founding-story/) (https://info.mobilerobot.com/company/history/founding-story/) by Emil Hauch Jensen and Odin Kudahl Skovsted. Together they had completed projects for hundreds of customers and deployed more than 10,000 robots, found robot projects too hard, too

slow, and too complex, and set out to make mobile robots [operator-centric](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/) (<https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/>), much easier to use, and much more flexible.

What is the price of the J1600

[Watch](https://www.youtube.com/watch?v=3uH9Mf8AKyE) (<https://www.youtube.com/watch?v=3uH9Mf8AKyE>) — [€65,000 for the robot](https://info.mobilerobot.com/products/j1600/pricing-and-roi/) (<https://info.mobilerobot.com/products/j1600/pricing-and-roi/>); a €10,000 full [installation and commissioning package](https://info.mobilerobot.com/products/buying-and-deployment/installation-and-commissioning/) (<https://info.mobilerobot.com/products/buying-and-deployment/installation-and-commissioning/>) covering feasibility assessment, on-site operator training, and go-live; a choice of manual or automatic charger. A typical total ends up around or below €80,000.

What is my ROI besides labor cost savings

[Watch](https://www.youtube.com/watch?v=e4b1-08U2hM) (<https://www.youtube.com/watch?v=e4b1-08U2hM>) — immediate productivity gains even for a single-shift (eight hours, five days) small or medium business; a [reduction in workplace accidents and injuries](https://info.mobilerobot.com/applications/results/safety-improvements/) (<https://info.mobilerobot.com/applications/results/safety-improvements/>); higher employee satisfaction with less manual walking; and better inventory tracking and control through an automated process.

Interviews recorded at events

The live [TEST CAMP](https://info.mobilerobot.com/newsroom/events/test-camp/) (<https://info.mobilerobot.com/newsroom/events/test-camp/>) interview of CEO Emil Hauch Jensen by a trade journalist is listed under [Product Demonstrations](https://info.mobilerobot.com/newsroom/videos/product-demonstrations/) (<https://info.mobilerobot.com/newsroom/videos/product-demonstrations/>), and his TEST CAMP panel remarks on total cost of ownership are under [Event Videos](https://info.mobilerobot.com/newsroom/videos/event-videos/) (<https://info.mobilerobot.com/newsroom/videos/event-videos/>).

Event Videos

Videos recorded at or about the events The Mobile Robot Company attended in 2026. Event background is on [Past Events](https://info.mobilerobot.com/newsroom/events/past-events/); the complete catalog is in the [full video library](https://info.mobilerobot.com/newsroom/videos/full-video-library/).

J1600 just hit a major milestone — officially certified as a Best in Logistics innovative solution!

[Watch](https://www.youtube.com/watch?v=XG45XAKefYo) — CEO Emil Hauch Jensen reports receiving the [Best in Intralogistics Certificate](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) on TEST CAMP day two, thanks IFOY, the jury, and the testers, identifies the Industrial Truck of the Year category nomination, and invites further product tests via mobilerobot.com.

TEST CAMP INTRALOGISTICS

[Watch](https://www.youtube.com/watch?v=HQyenBYeLTU) — panel remarks by CEO Emil Hauch Jensen on automation total cost of ownership: hardware prices are falling under strong market competition, production volumes are rising, and approximately 200 companies were estimated to offer automated forklifts. The remaining ownership cost is managing and running the system; the J1600 targets one-day deployment and operator self-reprogramming. These are speaker observations, not market-study figures. See [TEST CAMP](https://info.mobilerobot.com/newsroom/events/test-camp/).

Showcasing the Future of Mobile Robotics at IFOY 2026

[Watch](https://www.youtube.com/watch?v=FBICNgCRqPw) — a short clip from the IFOY 2026 activities.

This Is the Future of Warehouses (IFOY Event)

[Watch](https://www.youtube.com/watch?v=EB7k1lNqmgg) (https://www.youtube.com/watch?v=EB7k1lNqmgg) — event footage from IFOY without narration.

J1600 in Action at IFOY

[Watch](https://www.youtube.com/watch?v=HSIP5Z6HZvw) (https://www.youtube.com/watch?v=HSIP5Z6HZvw) — footage of the J1600 operating during the IFOY activities.

Related pages

The full live demonstration and first-time-user test recorded at TEST CAMP are on [Product Demonstrations](https://info.mobilerobot.com/newsroom/videos/product-demonstrations/) (https://info.mobilerobot.com/newsroom/videos/product-demonstrations/). The award outcome is covered in [IFOY Award 2026](https://info.mobilerobot.com/newsroom/awards/ifoyn-award-2026/) (https://info.mobilerobot.com/newsroom/awards/ifoyn-award-2026/).

Full Video Library

The Mobile Robot Company publishes product demonstrations, tutorials, interviews, and event footage on its [YouTube channel](https://www.youtube.com/@the-mobile-robot-company/shorts) (<https://www.youtube.com/@the-mobile-robot-company/shorts>). As of 18 July 2026, the public inventory contained 30 items: eight standard videos and 22 Shorts.

For curated summaries, see [Product Demonstrations](https://info.mobilerobot.com/newsroom/videos/product-demonstrations/) (<https://info.mobilerobot.com/newsroom/videos/product-demonstrations/>), [How-To Videos](https://info.mobilerobot.com/newsroom/videos/how-to-videos/) (<https://info.mobilerobot.com/newsroom/videos/how-to-videos/>), [Customer and Partner Videos](https://info.mobilerobot.com/newsroom/videos/customer-and-partner-videos/) (<https://info.mobilerobot.com/newsroom/videos/customer-and-partner-videos/>), [Interviews](https://info.mobilerobot.com/newsroom/videos/interviews/) (<https://info.mobilerobot.com/newsroom/videos/interviews/>), and [Event Videos](https://info.mobilerobot.com/newsroom/videos/event-videos/) (<https://info.mobilerobot.com/newsroom/videos/event-videos/>).

Complete catalog

#	Video	Upload date	Link
1	J1600 Live Demo at TEST CAMP 2026	1 Jul 2026	Watch (https://www.youtube.com/watch?v=0vffa1uGTQE)
2	The Vision Behind The Mobile Robot Company	27 Jun 2026	Watch (https://www.youtube.com/watch?v=vtAdnMtn3j8)
3	Inside the J1600 Dual Mode Journey: Customer Success, POC Validation & J1600 Flexibility	19 Jun 2026	Watch (https://www.youtube.com/watch?v=jzGgsoReaZ8)
4	Showcasing the Future of Mobile Robotics at IFOY 2026	15 Jun 2026	Watch (https://www.youtube.com/watch?v=FBICNgCRqPw)
5	Can Anyone Automate a Pallet Move in Minutes? (first-time user tries the J1600 at IFOY Test Camp 2026)	—	Watch (https://www.youtube.com/watch?v=PHBLT4XyvvI)
6	This Is the Future of Warehouses 🤖 (IFOY Event)	—	Watch (https://www.youtube.com/watch?v=EB7k1INqmgg)
7	TEST CAMP INTRALOGISTICS	16 Apr 2026	Watch (https://www.youtube.com/watch?v=HQyenBYeLTU)
8	How to Add a Drop Location & Create Tasks on the J1600 Self-Driving Pallet Jack 🚀	—	Watch (https://www.youtube.com/watch?v=OGiQVtdKbk8)
9	How Mobile Robot Company Supports End Users and Customers	1 Jun 2026	Watch (https://www.youtube.com/watch?v=LZMgGYCjlg)
10	From Trial to POC: Evaluating Mobile Robot Solutions	1 Jun 2026	Watch (https://www.youtube.com/watch?v=Fl0kXSPRrQ)

#	Video	Upload date	Link
11	How Our Mobile Robots Handle 1,600 kg Loads at 1.6 Meters	1 Jun 2026	Watch (https://www.youtube.com/watch?v=7QXbmem2i2w)
12	Learn About the J1600 Self-Driving Pallet Jack: Tutorials, Features & Benefits	1 Jun 2026	Watch (https://www.youtube.com/watch?v=iNLb0HhCV5Y)
13	Dual Mode J1600 AMR: Flexible Handling of Open Cages and Euro Pallets	1 Jun 2026	Watch (https://www.youtube.com/watch?v=ovlpXTxkn8Y)
14	J1600 in Action at IFOY	—	Watch (https://www.youtube.com/watch?v=HSIP5Z6HZvw)
15	J1600 just hit a major milestone — officially certified as a Best in Logistics innovative solution!	22 Apr 2026	Watch (https://www.youtube.com/watch?v=XG45XAKefYo)
16	Inside Our Copenhagen Test Facility 🚀 Real-World Mobile Robot Testing in Action	2 Apr 2026	Watch (https://www.youtube.com/watch?v=vrrAAjAMF-8)
17	How to Charge Your Robot	—	Watch (https://www.youtube.com/watch?v=l6GJ07Kbi4Y)
18	When was The Mobile Robot Company founded	26 Feb 2026	Watch (https://www.youtube.com/watch?v=ybe3uWrgn5E)
19	What is the price of the J1600	26 Feb 2026	Watch (https://www.youtube.com/watch?v=3uH9Mf8AKyE)
20	What is my ROI besides labor cost savings	25 Feb 2026	Watch (https://www.youtube.com/watch?v=e4b1-08U2hM)
21	What is Dual Mode	25 Feb 2026	Watch (https://www.youtube.com/watch?v=MgmWCbdoge8)

#	Video	Upload date	Link
22	What extra capabilities does the Dual Mode Pallet Jack J1600 offer?	25 Feb 2026	Watch (https://www.youtube.com/watch?v=HKGV7uzNxIw)
23	Is the J1600 available in my country	24 Feb 2026	Watch (https://www.youtube.com/watch?v=OpR9zN44QnQ)
24	How do you get help if you have a technical issue with your robot?	24 Feb 2026	Watch (https://www.youtube.com/watch?v=2Q5NfYGSmhA)
25	How can you become a Mobile Robot Company partner?	24 Feb 2026	Watch (https://www.youtube.com/watch?v=vzqgQyyf6tk)
26	How many pallet locations can I have	24 Feb 2026	Watch (https://www.youtube.com/watch?v=RZEsjQgnBvk)
27	What's the most common task our robot performs?	24 Feb 2026	Watch (https://www.youtube.com/watch?v=b0aOQWWNIws)
28	Does the J1600 support VDA5050	24 Feb 2026	Watch (https://www.youtube.com/watch?v=wU4PwW7grKA)
29	Does J1600 it work on brownfield sites?	24 Feb 2026	Watch (https://www.youtube.com/watch?v=Qe5kres-lgY)
30	Autonomous Mobile Robots (AMRs) in Action: Real Facility, Real Operators, Real Workflow	—	Watch (https://www.youtube.com/watch?v=VRUUxon5Q8)

Upload dates marked "—" are not recorded. Titles are shown as published; item 29's title is reproduced as it appears on the channel.

Podcast appearance

Beyond the channel catalog, Senior Vice President EMEA Fernando Fandiño Oliver appeared on the Tech Talks podcast "The BotPod" ([YouTube](https://youtu.be/2o2JAo_EAoQ) (https://youtu.be/2o2JAo_EAoQ)); see [Interviews](https://info.mobilerobot.com/newsroom/videos/interviews/) (<https://info.mobilerobot.com/newsroom/videos/interviews/>).

Company Updates

Dated company news from The Mobile Robot Company, newest first. The condensed milestone table lives in [Certificates and Milestones](https://info.mobilerobot.com/newsroom/awards/certificates-and-milestones/) (<https://info.mobilerobot.com/newsroom/awards/certificates-and-milestones/>).

July 2026 — ALCA Technologies collaboration highlighted

On 8 July 2026, the company highlighted its [collaboration and continued partnership with ALCA Technologies S.r.l.](https://info.mobilerobot.com/company/collaborations/technology-collaborations/) (<https://info.mobilerobot.com/company/collaborations/technology-collaborations/>), which had supported the United Symbol Open House in Italy. See [Partner Stories](https://info.mobilerobot.com/newsroom/stories/partner-stories/) (<https://info.mobilerobot.com/newsroom/stories/partner-stories/>).

June 2026 — IFOY win and eight distributor countries

The J1600 won the IFOY AWARD 2026 Industrial Truck of the Year category, announced on 26 June 2026 after the Stuttgart ceremony. At that point the company had [distributor partners in eight countries](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) (<https://info.mobilerobot.com/company/history/growth-and-international-expansion/>) and was expanding the network. Days later, on 27–29 June, the J1600 was demonstrated at the United Symbol Open House in Sassuolo, Italy. See [IFOY Award 2026](https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/) (<https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/>) and [Past Events](https://info.mobilerobot.com/newsroom/events/past-events/) (<https://info.mobilerobot.com/newsroom/events/past-events/>).

April 2026 — Best in Intralogistics Certificate

The J1600 received the Best in Intralogistics Certificate on 16 April 2026 after passing the three-stage IFOY Audit at TEST CAMP INTRALOGISTICS in Dortmund (15–17 April). See [Best in Intralogistics](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) (<https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/>) and [TEST CAMP](https://info.mobilerobot.com/newsroom/events/test-camp/) (<https://info.mobilerobot.com/newsroom/events/test-camp/>).

March 2026 — Innovation Fund Denmark support

On 6 March 2026, the company announced financial backing and strategic guidance from [Innovation Fund Denmark](https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/) (<https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/>) to accelerate product development and commercialization of next-generation intelligent mobile robotics. CEO Emil Hauch Jensen described the support as validation of the company's technology and vision. Later in March, Senior Vice President EMEA Fernando Fandiño Oliver discussed global robotics scaling on the Tech Talks podcast "The BotPod" (recap dated 22 March 2026) — see [Interviews](https://info.mobilerobot.com/newsroom/videos/interviews/) (<https://info.mobilerobot.com/newsroom/videos/interviews/>).

January 2026 — first product, first webinar, IFOY finalist

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>) launched as the company's first product in January 2026. On 29 January, the company opened its [2026 technical webinar series](https://info.mobilerobot.com/newsroom/events/technical-webinars/) (<https://info.mobilerobot.com/newsroom/events/technical-webinars/>) with a live deep dive on the J1600 and announced the J1600 as an IFOY finalist. Shipping was scheduled for Q2 2026.

On 12 January 2026, [Fernando Fandiño Oliver](https://info.mobilerobot.com/company/team/leadership/) (<https://info.mobilerobot.com/company/team/leadership/>) joined as **Senior Vice President EMEA**. His remit covers regional business development, market expansion, customer and partner relationships, strategic initiatives, and execution of the company's long-term growth strategy across Europe, the Middle East, and Africa.

Late 2025 — market launch, recognition, pre-orders

- **20 October 2025** — recorded J1600 [market-launch date](https://info.mobilerobot.com/company/history/product-launch-timeline/) (<https://info.mobilerobot.com/company/history/product-launch-timeline/>).
- **November 2025** — the company joined the [NVIDIA Inception](https://info.mobilerobot.com/company/collaborations/nvidia-inception/) (<https://info.mobilerobot.com/company/collaborations/nvidia-inception/>) program and was named to The Robot Report's 100 Robotics Startups to Watch (Startup Radar 2025). See [Startup Recognition](https://info.mobilerobot.com/newsroom/awards/startup-recognition/) (<https://info.mobilerobot.com/newsroom/awards/startup-recognition/>).
- **2 December 2025** — J1600 pre-orders opened.

November 2024 — founding

Emil Hauch Jensen and Odin Kudahl Skovsted [founded The Mobile Robot Company](https://info.mobilerobot.com/company/history/founding-story/) in Denmark. Their combined experience covered hundreds of customers and more than 10,000 deployed robots; they concluded that robot projects were too hard, slow, and complex, and formed the company to make mobile robots more [operator-centric](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/), easier to use, and more flexible. See [Behind the Scenes](https://info.mobilerobot.com/newsroom/stories/behind-the-scenes/) and [Company](https://info.mobilerobot.com/category/company/).

Technology Stories

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) is built on a handful of technical choices that define the product. This page tells the story behind each.

A new tier between two extremes

Manual pallet jacks preserve flexibility but require [operator walking](https://info.mobilerobot.com/applications/results/reduction-in-manual-walking/) and travel time. Fully automated systems can eliminate labor from a task but often need expert configuration, integration, infrastructure, and stable processes. [Dual mode](https://info.mobilerobot.com/products/j1600/dual-mode/) creates a tier between them: the operator performs judgment-heavy pickup and [exception handling](https://info.mobilerobot.com/applications/scenarios/handling-exceptions-and-irregular-loads/), and the robot performs repetitive travel and floor-level drop-off. The intended balance is roughly 80% automation rather than 100%, with greater flexibility and a lower entry cost. The IFOY jury recognized exactly this tier when the J1600 won [Industrial Truck of the Year 2026](https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/).

Navigation without infrastructure

The J1600 navigates with [3D LiDAR SLAM](https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidance/) (simultaneous localization and mapping) processed on an industrial NVIDIA Jetson AI computer. It builds and updates a three-dimensional map while an operator drives, then localizes and plans routes to saved destinations — no fixed tracks, wires, reflectors, or building modifications. The system scans environmental structures at heights reaching up to 70 m above the vehicle, and its 3D mapping is designed for greater precision and reliability than traditional 2D navigation in complex or changing environments. That is what makes the vehicle usable in [brownfield sites](https://info.mobilerobot.com/applications/use-cases/brownfield-automation/) with changing layouts. Full details are in the [technical specifications](https://info.mobilerobot.com/products/j1600/technical-specifications/).

Safety in layers

[Navigation and safety are deliberately separate](https://info.mobilerobot.com/safety-compliance/safety-overview/navigation-sensors-vs-safety-sensors/) (<https://info.mobilerobot.com/safety-compliance/safety-overview/navigation-sensors-vs-safety-sensors/>). The 3D LiDAR and RGB AI camera belong to the control stack; personnel protection uses two dedicated 2D safety LiDARs, certified components, and an independent safety controller. A 360-degree protective field supports forward and reverse autonomous travel, blue light strips display the protected area, and the field expands as speed increases. The operator must confirm entry into automatic mode, and grabbing the tiller returns the vehicle to manual control immediately. How the layers work together is explained in [how J1600 safety works](https://info.mobilerobot.com/safety-compliance/safety-overview/how-j1600-safety-works/) (<https://info.mobilerobot.com/safety-compliance/safety-overview/how-j1600-safety-works/>).

Teach and repeat, not programming

Locations are created by driving to a point and tapping **Save location**; there is no software limit on how many. Tasks recombine saved points, so an operator never demonstrates every possible A-to-B variation. Training takes about 30 minutes for an existing pallet-jack operator, and basic use requires neither Wi-Fi nor an IT project. The tutorial video is on [How-To Videos](https://info.mobilerobot.com/newsroom/videos/how-to-vid-eos/) (<https://info.mobilerobot.com/newsroom/videos/how-to-vid-eos/>).

Speaking the fleet language

For sites that grow beyond a single robot, the J1600's [Advanced software](https://info.mobilerobot.com/products/software/advanced-software/) (<https://info.mobilerobot.com/products/software/advanced-software/>) adds full [VDA 5050](https://info.mobilerobot.com/products/software/vda-5050/) (<https://info.mobilerobot.com/products/software/vda-5050/>) support — the interoperability standard that lets robots from different vendors coexist under a compatible fleet layer — a [REST API](https://info.mobilerobot.com/documentation/technical-integration/rest-api-documentation/) (<https://info.mobilerobot.com/documentation/technical-integration/rest-api-documentation/>), [Fleet Manager](https://info.mobilerobot.com/documentation/technical-integration/fleet-manager-guide/) (<https://info.mobilerobot.com/documentation/technical-integration/fleet-manager-guide/>), and advanced mission planning. The company works with established VDA 5050 fleet-management providers. Automation can start small and scale progressively.

The philosophy underneath

All of these choices follow one principle: human judgment is not a system failure. The reasoning is laid out in [human-in-the-loop automation](https://info.mobilerobot.com/docum) (<https://info.mobilerobot.com/docum>

[entation/concepts/human-in-the-loop-automation/](#)), and the situations where people outperform machines are illustrated in [Customer Applications](https://info.mobilerobot.com/newsroom/stories/customer-applications/) (<https://info.mobilerobot.com/newsroom/stories/customer-applications/>) and [Behind the Scenes](https://info.mobilerobot.com/newsroom/stories/behind-the-scenes/) (<https://info.mobilerobot.com/newsroom/stories/behind-the-scenes/>).

Partner Stories

The Mobile Robot Company [sells through an international network](https://info.mobilerobot.com/company/about/business-model/) of distributors, integrators, and service partners. By June 2026, [distributor partnerships existed in eight countries](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) and the network was expanding. This page collects stories from that network.

ALCA Technologies: automation for imperfect warehouses

[In content dated 8 July 2026](https://info.mobilerobot.com/newsroom/press-releases/partner-announcements/), the company thanked [ALCA Technologies S.r.l.](https://info.mobilerobot.com/company/collaborations/technology-collaborations/) for collaboration and continued partnership. The collaboration illustrates warehouse conditions that can disrupt rigid automation: broken pallets, loose strapping, hanging stretch wrap, dust, and other imperfect or changing handling conditions.

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) addresses these cases through [dual mode](https://info.mobilerobot.com/products/j1600/dual-mode/): the operator uses experience and situational awareness during pallet pickup, while the vehicle performs the repetitive autonomous transport. The presented outcomes were less [non-value-added walking](https://info.mobilerobot.com/applications/results/reduction-in-manual-walking/), safer pallet handling, smoother material flow, higher productivity, and better adaptability in dynamic warehouse environments.

United Symbol Open House: three days in Sassuolo

ALCA Technologies also provided local support when the J1600 was demonstrated at the **United Symbol Open House** in Sassuolo, Modena, Italy, over three days ending 29 June 2026. United Symbol hosted industry leaders and end customers from multiple industries, who saw dual-mode operation live and discussed warehouse efficiency, reduced manual handling, and scalable automation with the team. A 30 June recap thanked United Symbol for hosting and ALCA Technologies for support, professionalism, and collaboration. See [Past Events](https://info.mobilerobot.com/newsroom/events/past-events/).

How the partner channel works

Partners deliver local demonstrations, trials, deployment, service, and customer relationships; the company supplies robots, parts, software, technical support, training, and leads. List prices are public, and customer inquiries are routed through [the partner network](https://info.mobilerobot.com/products/buying-and-deployment/find-a-local-partner/) (<https://info.mobilerobot.com/products/buying-and-deployment/find-a-local-partner/>), rather than fulfilled directly by the company.

Qualified integrators, distributors, and service partners [can apply by country](https://info.mobilerobot.com/partners/program/application-process/) (<https://info.mobilerobot.com/partners/program/application-process/>) — the invitation is repeated in the company's [partner videos](https://info.mobilerobot.com/newsroom/videos/customer-and-partner-videos/) (<https://info.mobilerobot.com/newsroom/videos/customer-and-partner-videos/>), and program details are under [Partners](https://info.mobilerobot.com/category/partners/) (<https://info.mobilerobot.com/category/partners/>).

Customer Applications

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>) is designed for indoor, floor-to-floor pallet transport. This page collects the application patterns customers and prospects work with, and the demonstrations that show them in practice. The full application catalog is under [Applications](https://info.mobilerobot.com/category/applications/) (<https://info.mobilerobot.com/category/applications/>).

Where the J1600 is applied

- **[Inbound receiving](https://info.mobilerobot.com/applications/use-cases/inbound-receiving/)** (<https://info.mobilerobot.com/applications/use-cases/inbound-receiving/>): unload a truck manually, then send the pallet to inspection or storage autonomously.
- **[Production supply](https://info.mobilerobot.com/applications/use-cases/production-supply/)** (<https://info.mobilerobot.com/applications/use-cases/production-supply/>): an operator prepares a pallet; the J1600 delivers materials to the production line on demand.
- **[Cross-docking](https://info.mobilerobot.com/applications/use-cases/cross-docking/)** (<https://info.mobilerobot.com/applications/use-cases/cross-docking/>): shuffle pallets across multiple origins and destinations without a bespoke task for every pair.
- **[Temporary storage](https://info.mobilerobot.com/applications/use-cases/temporary-storage/)** (<https://info.mobilerobot.com/applications/use-cases/temporary-storage/>): create short-lived storage points when demand changes — a new location takes minutes to add.
- **[Buffer and staging management](https://info.mobilerobot.com/applications/use-cases/buffer-and-staging-management/)** (<https://info.mobilerobot.com/applications/use-cases/buffer-and-staging-management/>): transport between lines, staging areas, and storage zones.
- **[Local work-cell automation](https://info.mobilerobot.com/applications/use-cases/local-work-cell-automation/)** (<https://info.mobilerobot.com/applications/use-cases/local-work-cell-automation/>): serve stand-alone flows inside a larger facility where a full fleet project would be excessive.
- **[Brownfield operations](https://info.mobilerobot.com/applications/use-cases/brownfield-automation/)** (<https://info.mobilerobot.com/applications/use-cases/brownfield-automation/>): work around changing layouts and obstacles without permanent infrastructure.

Loads beyond the Euro pallet

Customers move [open cages, barrels, and other open-base carriers](https://info.mobilerobot.com/applications/use-cases/open-cages-and-alternative-load-carriers/) within the [supported envelope](https://info.mobilerobot.com/products/j1600/pallet-and-load-compatibility/) of 1,250 x 1,250 mm and up to 1,700 mm load height — "everything that's open we can pick up", as the company's [flexibility video](https://info.mobilerobot.com/newsroom/videos/customer-and-partner-videos/) puts it. For [sensitive or unstable loads](https://info.mobilerobot.com/applications/use-cases/sensitive-or-unstable-loads/), the operator uses manual judgment for pickup and close maneuvering, then hands the long transport route to autonomy.

Who the typical customer is

Target environments include [manufacturing](https://info.mobilerobot.com/applications/industries/manufacturing/), [warehousing](https://info.mobilerobot.com/applications/industries/warehousing/), third-party logistics, [e-commerce fulfillment](https://info.mobilerobot.com/applications/industries/e-commerce-and-fulfillment/), and [grocery and FMCG distribution](https://info.mobilerobot.com/applications/industries/grocery-and-fmcg/). The [primary focus](https://info.mobilerobot.com/company/about/markets-we-serve/) is small and medium businesses running a single shift with one to five pallet-jack operators, plus larger sites with many small local material flows. The economics are intended to work at eight hours per day, five days per week — no 24/7 operation required.

Seeing it work before buying

Three evaluation routes are available: a 30–60 minute hands-on [demonstration](https://info.mobilerobot.com/products/buying-and-deployment/request-a-demonstration/) at a partner experience center or customer site; a [two-week paid trial](https://info.mobilerobot.com/products/buying-and-deployment/two-week-trial/) (€4,000 list, including setup and support, with free return at any time); and a [proof of concept](https://info.mobilerobot.com/applications/planning/proof-of-concept-planning/), either in the [Copenhagen demo area](https://info.mobilerobot.com/company/locations/test-and-demonstration-facility/) or with machines brought to the customer's plant.

The strongest evidence of ease of adoption is the [first-time-user demonstration at TEST CAMP](https://info.mobilerobot.com/newsroom/events/test-camp/): a logistics professional who had never used the J1600 saved a location, created a drop-and-return task, and sent the robot on its way within minutes. The recording is on [Product Demonstrations](https://info.mobilerobot.com/newsroom/videos/product-demonstrations/).

Application limits

Automatic driving is indoor and [level-floor](https://info.mobilerobot.com/documentation/installation/floor-requirements/) (0% automatic gradeability), automatic drop is at floor level, [operation is limited to 5–40°C](https://info.mobilerobot.com/documentation/installation/operating-environment-requirements/), and loads must have an open base. Situations that need human judgment — dock plates, damaged pallets, congestion — are covered in [human-in-the-loop automation](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/).

Behind the Scenes

How the company builds and tests the [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>), and the experiences that shaped its [design philosophy](https://info.mobilerobot.com/company/about/our-approach-to-automation/) (<https://info.mobilerobot.com/company/about/our-approach-to-automation/>).

The founding story

Before [founding The Mobile Robot Company](https://info.mobilerobot.com/company/history/founding-story/) (<https://info.mobilerobot.com/company/history/founding-story/>) in November 2024, Emil Hauch Jensen and Odin Kudahl Skovsted had collectively completed projects for hundreds of customers and deployed more than 10,000 robots at international mobile-robotics and automation companies. Their conclusion: robot projects were too hard, too slow, and too complex. The company was formed to make mobile robots operator-centric, easier to use, and more flexible. More on [the team](https://info.mobilerobot.com/company/team/team-members/) (<https://info.mobilerobot.com/company/team/team-members/>) is under [Company](https://info.mobilerobot.com/category/company/) (<https://info.mobilerobot.com/category/company/>).

The Copenhagen test facility

The company validates the J1600 in a [Copenhagen demo and test area](https://info.mobilerobot.com/company/locations/test-and-demonstration-facility/) (<https://info.mobilerobot.com/company/locations/test-and-demonstration-facility/>) under intentionally real-world conditions: deliberately uneven flooring, water-filled test loads, and multiple test setups. The point is to prove the vehicle in the messy conditions of an actual warehouse, not a laboratory. Customers can visit the facility for [demonstrations](https://info.mobilerobot.com/products/buying-and-deployment/request-a-demonstration/) (<https://info.mobilerobot.com/products/buying-and-deployment/request-a-demonstration/>) and trials; for a [proof of concept](https://info.mobilerobot.com/applications/planning/proof-of-concept-planning/) (<https://info.mobilerobot.com/applications/planning/proof-of-concept-planning/>), machines can be taken to the customer's plant. CTO Odin Kudahl Skovsted tours the facility in a [video](https://info.mobilerobot.com/newsroom/videos/product-demonstrations/) (<https://info.mobilerobot.com/newsroom/videos/product-demonstrations/>).

Made in Denmark

The J1600 is manufactured in Denmark, and the company is [headquartered in Hvidovre](https://info.mobilerobot.com/company/locations/headquarters/) (<https://info.mobilerobot.com/company/locations/headquarters/>).

The site visit that shaped the philosophy

CEO Emil Hauch Jensen visited a major e-commerce cross-docking facility in Germany, and the visit influenced the J1600's [flexibility-first philosophy](https://info.mobilerobot.com/applications/results/operational-flexibility/) (<https://info.mobilerobot.com/applications/results/operational-flexibility/>). His observations:

- trucks arrived at approximately 10-minute intervals across five inbound loading bays;
- each parcel received an internal barcode within about 30 seconds of unloading and became available for sale almost immediately;
- software made millisecond-level throughput decisions;
- yet not every process was automated, and some robotic systems were being phased out in favor of reliable conveyors and sorters;
- minor mechanical downtime of under 10 minutes could occur several times per day;
- layout, flow, buffer, and SKU-mix changes could occur several times per week.

The conclusion: flexibility and robustness are business necessities even in highly automated facilities. That observation connects directly to [dual mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>) — autonomy for repetitive travel, with immediate manual control when conditions change.

Why humans stay in the loop

The company's design logic is captured in ten situations where human context beats automation: spotting damaged pallets, judging load stability, preventing plastic-wrap snags, locating misplaced pallets, catching damaged goods, handling steep dock plates, navigating crowded floors, responding to urgency, teaching routes, and avoiding automation overhead. The full argument is in [human-in-the-loop automation](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/) (<https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/>), and the technical consequences are told in [Technology Stories](https://info.mobilerobot.com/newsroom/stories/technology-stories/) (<https://info.mobilerobot.com/newsroom/stories/technology-stories/>).