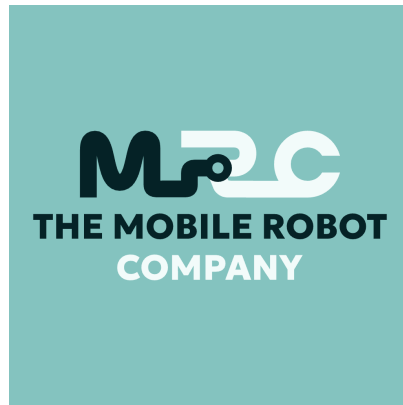




The Mobile Robot Company

Knowledge Center — Stories and Updates · 2026-08-04

<https://info.mobilerobot.com/category/stories-and-updates>

Stories and Updates

Company news, technology stories, partner collaborations, and looks behind the scenes at The Mobile Robot Company.



Company Updates

[News from The Mobile Robot Company in date order — founding, market launch, pre-orders, leadership, Innovation Fund Denmark support, the IFOY win, and distributor growth to eight...](#)



Technology Stories

[The technology behind the J1600 told as stories — why dual mode exists, how 3D LiDAR SLAM navigation works without infrastructure, the layered safety architecture, and VDA 5050...](#)



Partner Stories

[Stories from The Mobile Robot Company's partner network — the ALCA Technologies collaboration in Italy, the United Symbol Open House, and how the worldwide partner channel...](#)



Customer Applications

[How customers apply the J1600 — inbound receiving, production supply, cross-docking, temporary storage, open cages and unstable loads, and the sectors and site profiles where it...](#)



Behind the Scenes

Inside The Mobile Robot Company — the founding story, the Copenhagen test facility with deliberately imperfect conditions, Danish manufacturing, and the site visit that shaped the...

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/) 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/).

January 2026 — first product, first webinar, IFOY finalist

The [J1600](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/) 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/) 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/).
- **November 2025** — the company joined the [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/).
- **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/) 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/).

Where the J1600 is applied

- **[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/)**: 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/)**: 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/)**: 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/)**: transport between lines, staging areas, and storage zones.
- **[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/)**: 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/>).