



The Mobile Robot Company

Knowledge Center — Interviews · 2026-08-04

<https://info.mobilerobot.com/newsroom/videos/interviews>

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/>).