



FOR IMMEDIATE RELEASE

## **OMRON AUTOMATION TO EXHIBIT CELEBRATED AI ROBOT FORPHEUS AND ADVANCED AUTOMATION SOLUTIONS AT ATX WEST**

*FORPHEUS, Omron's robotic ping-pong tutor will demonstrate the ability of machines to help develop human potential through artificial intelligence, robotics and sensing technology.*

**HOFFMAN ESTATES, IL**, January 29, 2018 – [Omron Automation](#), a world leader and trusted partner in industrial automation, will showcase [FORPHEUS](#), the world's first AI-equipped table tennis tutor, and its advanced automation solutions at Automation Technology Expo West. Visitors to Omron's booth, #4395, at the Anaheim Convention Center will experience how Omron technology enables flexibility, traceability and creates the factory of the future through innovative solutions that are integrated, interactive and intelligent.

"We're excited to bring FORPHEUS to ATX West this year," said Robb Black, President and CEO of Omron Automation Americas. "This is a great opportunity for us to highlight our advanced technologies and we look forward to showcasing our Automation solutions with industry audiences."

After the successful debut at CES in January this year, FORPHEUS continues the tour in North America and will demonstrate Omron's vision of achieving harmony between humans and machines at ATX West.

Show attendees are invited to see FORPHEUS in person and witness core Omron Automation technologies in action, including sensing, control, artificial intelligence, machine learning, robotics and barcode reading.

Omron will feature a range of innovative industrial automation technologies at the booth including demonstration of fully integrated vision-guided robotics that coordinate with [LD](#) mobile robots; new code reading and traceability products, and laser marking solutions that enable serialization, traceability and mass customization.

ATX West runs from February 6 through February 8, 2018. Exhibit hours are from 10 a.m. to 6 p.m. on February 6-7, and 10 a.m. to 4 p.m. on February 8.

### **About Omron Automation**

Omron Automation is an industrial automation partner that creates, sells and services fully integrated automation solutions that include robotics, sensing, motion, logic, safety, and more. Established in 1933 and currently headed by President Yoshihito Yamada, Omron's 36,000 employees help businesses solve problems with creativity in more than 110 countries. Learn more at [omron247.com](#).

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*FORPHEUS, the world's first robot table tennis tutor, embodies Omron's vision of harmony between humans and machines and demonstrates Omron's technological capabilities in sensing, control, artificial intelligence, machine learning and robotics.*