RobotsLAB BOX

TEACHING MATH & SCIENCE USING ROBOTS

MEDIA KIT

ROBOTICS BUSINESS REVIEW
GAMECHANGER
AWARDS
WINNER 2013

look inside...
learn what a 21st century classroom looks like

"You can open the box, turn on the preloaded tablet and within minutes explain quadratic equations with a Quadcopter. You don't need to be experienced with robotics or have a degree in computer science, just an enthusiasm for your subject area."

Prof. Peter Stone, UT Austin

No robotics experience needed!

TEACHING MATH AND SCIENCE USING ROBOTS

Tired of students rolling their eyes when you introduce abstract relationships?

The **RobotsLAB BOX** is a revolutionary teaching-aid demonstrating Algebra I, Algebra II, Physics, Geometry, Trigonometry, and Pre-Calculus' core concepts using robots.
The easy-to-use tablet includes 50 hours of interactive lessons, in-class quizzes and instructional videos, helping students understand why math is relevant to their world.

STAAR State of Texas Assessments of Academic Readiness

TEKS

COMMON CORE STATE STANDARDS INITIATIVE
PREPARING AMERICA'S STUDENTS FOR COLLEGE & CAREER

Teaching STEM with robots is fun and engaging! Motivate students to achieve higher performance by bringing **21st century technology** into the classroom.

STANDARDS-ALIGNED

State-of-the-art lessons, strictly aligned with mandated standards. Imagined and **designed by teachers for teachers**, this **affordable solution** covers the important standards in major STEM topics.

A COMPLETE EDUCATIONAL KIT IN A BOX

SPHERO - ROBOTIC BALL
- Algebra Lessons:
  Linear, Quadratic Equations, Statistics and Probability
- Physics Lessons:
  Momentum, Centripetal Force, Energy, Colors

MOBOT- MOBILE ROBOT
- Geometry Lessons:
  Complementary Angles, Distances
- Physics Lessons:
  Angular Velocity, Linear Velocity Superposition, Directions

AR.DRONE - QUADCOPTER
- Algebra Lessons:
  Linear, Quadratic Equations
- Physics Lessons:
  Gravity, Acceleration, Frame of Reference

* US Patent Pending

TABLET OPERATED
- Comprehensive curriculum
- Educational apps control the robots
- Standards-aligned lessons
- Quizzes and answers per lesson
- Instructional videos
- Access to community and support

ARMBOT - ROBOTIC ARM
- Geometry Lessons:
  Triangles, Angles, Pythagorean Theorem
- Trigonometry Lessons:
  Arc Length, Sine, Cosine
- Polar Coordinates Lessons:
  Radius, Angles, Cartesian Transformation, Radians, Unit Circle, Sinusoidal Motion
- Physics Lessons:
  Angular Velocity, Linear Velocity, Directions

AFFORDABLE AND MODULAR SOLUTION

RobotsLAB BOX is a modular solution which was designed to answer the ever-changing needs of the 21st century classroom.

Our professional team is working closely with educators and constantly adding standards-aligned lessons, quizzes, instructional videos and other teaching related material.

- **Extra Lessons** - one year subscription, additional >30 lessons: $399
- **Extended Warranty** - Free shipping and replacements - one year: $399

BOX	BOX DELUXE
$3,500	$3,999
50 Lessons & Quizzes	**ALL** BOX Content
1 10.1" Tablet	+ **Extra** Lessons Subscription for one year (>30 lessons)
4 Robots	
1 Year warranty	+ **Extended** Warranty Including shipping and replacement robots
12 Accessories	

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FOR IMMEDIATE RELEASE
October 23, 2013

ROBOTSLAB NAMED WINNER OF THE RBR GAME CHANGER AWARDS

RobotsLAB BOX recognized for the innovation, creativity and delivery of a "Game Changer product" in the education market.

Santa Clara, CA, Wednesday, October 23rd 2013 - A panel of distinguished experts from NASA's JPL, universities around the world, the investment community and Robotics Business Review, chose RobotsLAB BOX to join an exclusive group of products recognized for outstanding achievements.

The awarded product – RobotsLAB BOX, is a teaching-aid, designed to help educators demonstrate abstract concepts in math and science using robots.

RobotsLAB BOX won the Game Changer Award in the Education category, one of twelve categories honored by the Game Changers Awards. The distinguished awards are celebrating exceptional developments in technology, innovation, accessibility and delivery.

> *"Our passion is in education and robotics, our mission is to engage students in STEM (Science Technology Engineering and Math) improve the level of education and create smarter, user-friendly and low-cost robotic solutions for educators. We are delighted to be recognized for the innovation by the notable panel of judges and the Robotics Business Review,"* said RobotsLAB CEO, Elad Inbar.

The teaching-aid is synergistic with President Obama's "Educate to Innovate" campaign; aiding in the race to return the US to the front of the global Science, Technology, Engineering, and Math (STEM) industry by inspiring students to be the next generation of makers, discoverers, and innovators and helping teachers to easily demonstrate abstract concepts such as quadratic equations in real life.

> *"Robots are a great visual-learning tool,"* added Inbar, *"they move in our physical space, they are the perfect tool to visualize concepts that otherwise are just too abstract; ideas like quadratic equations, sine, cosine, vectors, arc length and more are coming to life using the robots included in the RobotsLAB BOX. We've created the easy-to-use lesson plans together with 14 teachers and Prof. Peter Stone from UT Austin, and all of them are aligned with mandated Common Core, STAAR and TEKS standards."*

At the event, the company also revealed that hundreds of educators and schools enthusiastically embrace the product across the country, and that it is rapidly expanding the distribution of the RobotsLAB BOX across the US using its network of 11 distributors.

About RobotsLAB: Working in the intersection of robotics and education, RobotsLAB is introducing drones, rovers and other robots as a teaching-aid for middle and high school math and science classrooms. Many STEM projects focus mainly on the STE-, neglecting the M(ath) component. Meanwhile mathematics proficiency in high school students has fallen to 32% -- disqualifying many graduates from entry-level jobs. Our team of roboticists, engineers, teachers and professors are dedicated to fixing the education system using 21st century technology, bringing math to life and preparing students for their future. RobotsLAB's mission is to augment educators and engage students using the most innovative tools -- driving excellence, and ensuring their future success.
http://www.RobotsLAB.com

About RoboBusiness conference: The awards ceremony took place at the annual RoboBusiness conference in Santa Clara, CA. RoboBusiness conference is specifically designed to be the executive-level, thought-sharing forum for connecting growth-oriented decision-makers with like-minded executives in the business of robotics.

# # #

If you would like to get the Media Kit, or more information about this release, please contact Elad Inbar at (415) 702-3033 or email at Elad.Inbar@RobotsLAB.com

Case Study

Tech Coordinator of the year orders six RobotsLAB BOXes for his district

CEDAR HILL ISD TEACHERS AND THE ROBOTSLAB BOX'S P.D. CERTIFICATES

Teachers and students at Cedar Hill Independent School District delighted as Mr. Kyle Berger introduced the RobotsLAB BOX to Middle and High School Math and Science Classes.

> *"My students struggle to understand these topics,"* said April Cordry-Moore, Pre-Calculus teacher at the Cedar Hill high school. *"by using these robots, my students will find the math lessons more fun and engaging. Best of all, I didn't need to know about robotics in order to use the BOX in my classroom"*

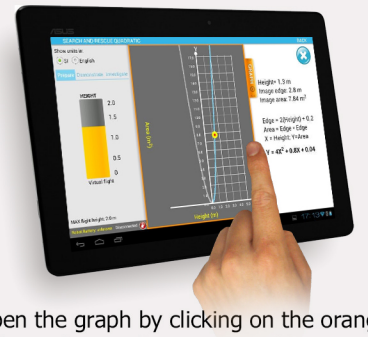
Mr. Kyle Berger who advocated for this revolution, is the district's CTE Director. He was elected as the "Tech Coordinator of the Year" for his constant contribution of bringing innovative and cutting-edge technologies into the classrooms and the local community. RobotsLAB is extremely pleased to be working with Cedar Hill ISD, and many other schools throughout the U.S., reengage their students in math and science classrooms and afterschool programs.

[Pictured Above] RobotsLAB is supporting the school's educators, providing professional-development and introducing robots in unexpected places such as algebra lessons covering abstract concepts. Teachers are given a professional development certificate upon completing the BOX training.

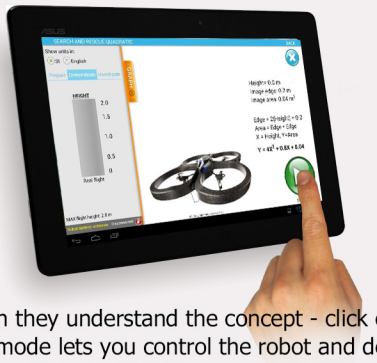
HOW TO RUN A LESSON

Once you've familiarized yourself with the lesson's structure, let's run it.
(The lesson demonstrated below is Quadratic Search - demonstrating quadratic relationships using the AR.Drone quadcopter)

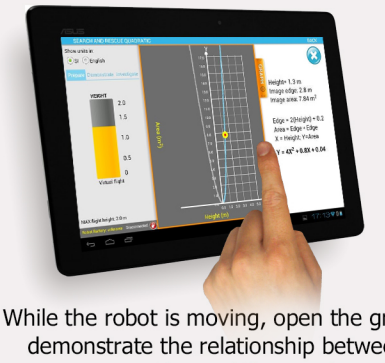
Start by familiarizing your students with the subject.
Explain how the robot is related to the subject.
Review the equations on the right panel.



Open the graph by clicking on the orange tab.
Explain the relationship on the graph, and how it relates to the robot and the equations presented. (bridge the concrete and the abstract)

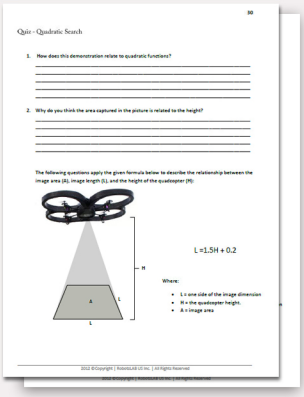


When they understand the concept - click on demonstrate mode.
This mode lets you control the robot and demonstrate the subject in real life. Click the PLAY button to start the motion. Use the left panel's slider to control the robot. Click the red STOP button to stop the motion.



While the robot is moving, open the graph and demonstrate the relationship between the motion and the graph.

When they master the subject, it is time to reinforce their learning.
Switch to Investigate mode, and challenge them by introducing different scenarios, let them work on the math, and when they determine an answer - plug the value into the tablet, push PLAY, and let them validate the answer by looking at the robot.



Reinforce the lesson with the in class or at home quiz.
(Answer key for teachers can be accessed from the Launcher)

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