



**Solus Robots**, maker of life-size robots between \$5000 & \$12,000, were on show at **DSE 2016**

This supports, once more, our contention that “robotics” are a new category of digital signage that should be recognized—and exploited by integrators. We are hardly over the battle of “*Are We in the IT Business?*”

and reluctant to start the new dialogue about drones and AV... but the truth is

**we must go where video messaging goes**

in order to thrive.

Solus wants to provide commercial enterprises with affordable and easy to use robots to engage in customer service, advertising and even loss prevention.

Solus Robots is backed by **Solus One**-- a multi-national software company, founded in 2004, that specializes in call center software, customer service interfaces and polling software solutions. They’ve built on their software to deliver affordable, life-sized robots for between \$5,000 & \$12,000 with a ROI they say is “under 1 year.”

Robots will integrate video, holography and other technologies—and they will become a hybrid of digital signage, security, and customer service.

The big question is what is the route-to-market for robot manufacturers? Will these robots be sold by new distribution channels which will introduce themselves to your customers in retail, hospitality, corporate reception? As we shrug our shoulders and take the video high road, will that distribution channel ultimately feel obliged to add our AV products as a one-stop solution?

If we sound crazy or far-fetched, you need not go too far for an analogy—look at all the digital signage specialists that have appeared out of nowhere, filling a vacuum that opens whenever new technology comes along and extent industries don't rush to fill.

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