



Ecovacs Robotics continues to create more time to Live Smart and Enjoy Life

DEEBOT owners are saving millions of hours and spending more time doing the things they love

[San Francisco, October 12, 2017] — When we first launched our line of DEEBOT robotic vacuum cleaners, our focus was on making people’s lives easier. After all, our company’s slogan is “Live Smart. Enjoy Life.” As we sold more and more of our innovative products, we began to think – do we really sell vacuum cleaners?

That question might sound a little strange. After all, if you go to Best Buy or Target, you will find Ecovacs by searching for “robotic vacuum.” Cleaning floors is what our products do, and they are very good at it. We were the first company to introduce robots that mop as well as vacuum, the first with mapping, with virtual boundaries, and first to market with our intelligently designed Adaptive Floor Sensing.

While cleaning floors is what our products do, it isn’t really what they do for product owners. For the people who buy our products, our DEEBOTs do something a little more subtle. And when we started looking at this more closely, we came to a sudden realization: we don’t sell robotic vacuum cleaners.

In reality, we sell something more valuable: time.

That’s the value our products provide to owners. We free up more time in their lives to do the things they love. Instead of cleaning their house on a Saturday because they have been working all week, they can...well...not clean their house. We give them back time to read, get out of the house, hang with friends or go climb a mountain. In today’s world, it seems the most valuable thing in our lives is also the most rare: free time.

Of course, this realization made us curious. If we are saving people time, could we figure out how much? Well, along with many other firsts, we were also one of the first robotic vacuums with an app. This app allows users to schedule cleaning times, draw virtual barriers and view the DEEBOT’s cleaning path – all while conveniently logging how long your DEEBOT cleans. It’s important to note that we don’t personalize and call out individual data. Our background after all is as a robotics company, so we take data and privacy very seriously. But we wondered...could we count up all the hours in aggregate and figure how much time DEEBOT has saved its owners?

Turns out that answer was “yes” (and the number kind of shocked us!). In the first half of 2017, DEEBOT owners collectively saved over **one million hours of cleaning time**. By October, that number had grown to over **1.4 million hours**. Over a million hours spent doing things other than pulling out the vacuum and pushing it through your house on a beautiful day. Yes, we make great robotic vacuums, but the amount of time saved was far more satisfying than any of our technological breakthroughs. Because we are not in the business of simply advancing technology, we are in business of changing people’s lives.

On behalf of everyone at Ecovacs: Live Smart. Enjoy Life.

EDITOR'S NOTE

For more information about Ecovacs and to arrange to speak with a company spokesperson about our products or our Product Review program, please contact Nathan Mellor at (781) 418-2410 or EcovacsUSA@teamlewis.com.

ABOUT ECOVACS ROBOTICS, USA.

Ecovacs Robotics is a world leading smart home robotics brand. Long before the smart home concept burst into the mainstream, Ecovacs was at the forefront of innovation and development; designing, manufacturing and selling robotic products to improve the lives of its customers. In less than 20 years, Ecovacs has matured from a visionary start-up into an industry leader that provides a range of smart home robotic solutions, including: DEEBOT™ (Floor Cleaning), WINBOT® (Window Cleaning) and ATMOBOT™ (Air Purification). As a brand that believes innovation helps advance human civilization, Ecovacs has a guiding vision to provide “A Robot for Every Family”, and encourages consumers to “Live Smart, Enjoy Life” by providing not just household appliances, but a total user experience whereby consumers can free themselves from mundane chores and devote more time to the things they love. Ecovacs is the proud recipient of multiple awards including the 2016 Red Dot Award for Best Product Design and a 2016 iF Design Award.

For more information on innovative household help, visit <http://www.ecovacs.com/>.