

Media Kit

September 2025



MiR
MOBILE INDUSTRIAL ROBOTS
A Teradyne Robotics Company

About Mobile Industrial Robots

Mobile Industrial Robots is a pioneer of autonomous mobile robots (AMRs), on a mission to optimize logistics and production environments through flexible, user-friendly automation. With over 11,000 robots sold globally, MiR leverages advanced navigation technology, comprehensive services and the world's largest AMR ecosystem to revolutionize internal workflows with smart automation. MiR is part of Teradyne Robotics, a division of Teradyne (NASDAQ:TER), a leading supplier of automatic test equipment and advanced robotics technology. [More on our history](#)

The idea behind MiR began in 2011 when founder Niels Jul Jacobson created the first example of what would later become a MiR robot using his son's LEGO bricks. Headquartered in Odense, Denmark, MiR was founded in 2013 and introduced its first commercial AMRs in 2015.

Founded

2013

Headquarters

Odense, Denmark

Teradyne Robotics
Revenue 2024

365 million USD

AMRs sold

11,000+

MiR Ecosystem

160+ solutions

Distributors

200+



We listen to our markets

Our solutions are suited to an array of industries including automotive, electronics, FMCG, logistics & 3PL and hospital environments.



What we offer

Flexibility

MiR Go

MiR Go is the world's largest ecosystem for third-party applications designed to extend the capabilities of MiR robots. The platform offers over 160 top modules and accessories all tested with MiR robots. Just as apps enhance a smartphone, MiR Go applications transform our AMRs into tailored solutions for manufacturing and logistics environments.

[Read more](#)

Scalability

MiR Fleet Enterprise

MiR Fleet Enterprise is a scalable, secure fleet management software that centralizes control of large AMR fleets through an intuitive web interface. It automates task prioritization, optimizes robot selection, and integrates seamlessly with ERP/MES/WMS systems. Built for enterprise environments, it ensures robust cybersecurity and efficient operations across complex logistics networks.

[Read more](#)

Education

MiR Academy

MiR Academy offers free online training and blended training programs with certified trainers to help you build the skills to deploy, operate, and scale your MiR system. Customers and distributors can also buy paid, in-person courses through Academy.

[Read more](#)

Support

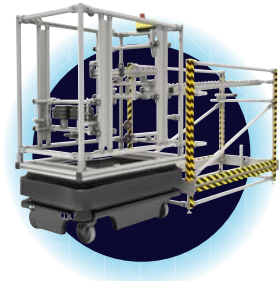
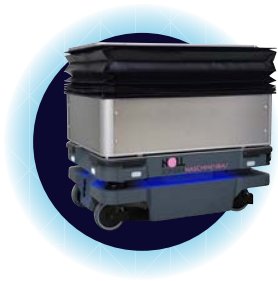
MiR Service

We are committed to maximizing logistics uptime and productivity with customizable preventive and on-demand services from MiR. Our team and our service offerings are here to enable and support you through the entire product lifecycle of your MiR AMRs.

[Read more](#)

More on MiR GO

Our exclusive ecosystem supports faster innovation, tailored solutions and seamless scalability across industries. With our platform, we're giving customers the flexibility to excel in automation.



“With MiR Go, we like to say convenience is king. Companies can struggle to adapt to changing business needs or growth. A third-party ecosystem like MiR Go provides modular plug-and-play solutions that can scale and adapt our platform rapidly.”

Kenneth Bruun Henriksen, Global Head of MiR Go Ecosystems

Check out more of our [MiR Go solutions](#)



Product spotlight

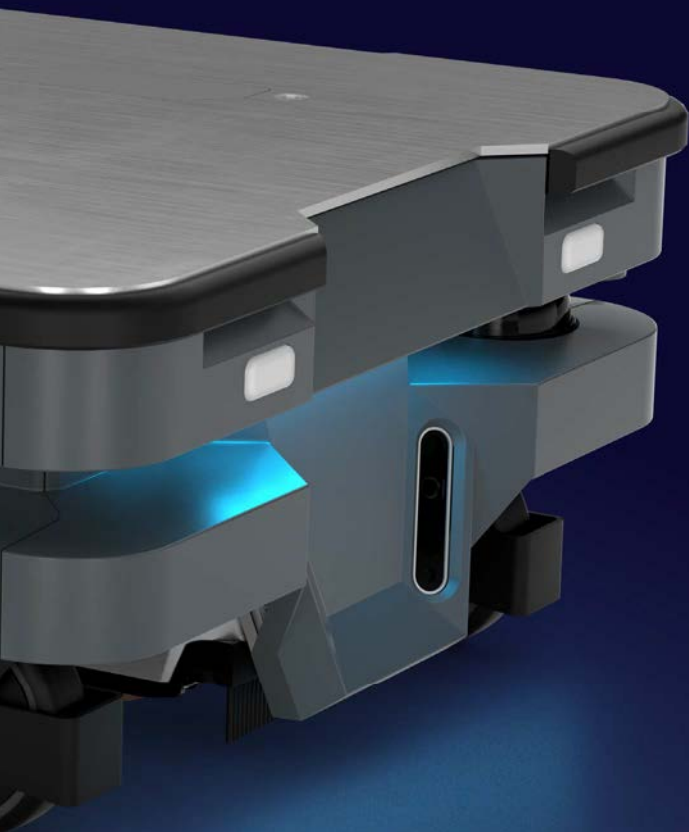
For example, the MiR600 mobile cobot, powered by MiR Go partner Enabled Robots, stands out for its integration of a UR20 or UR30 collaborative robot from Universal Robots with a MiR600 autonomous mobile robot, tackling a key industry challenge – mobility. In April, the MC600 won a Robotics Innovation Award for industry impact, innovation and leadership.



MiR AMRs

Mobile Industrial Robots designs AMRs for internal transport and material handling that suit a range of applications. MiR robots are scalable and customizable for specific tasks, with centralized fleet management and route optimization that enable coordinated movement without the need for external infrastructure.

MiR AMRs are built to operate safely alongside humans, featuring advanced obstacle avoidance systems and compliance with international safety standards. The MiR600 and MiR1350 are the first IP52-rated AMRs on the market, able to withstand dust and water in industrial environments. Launched last year, the MiR1200 Pallet Jack leverages AI-based perception for precise pallet detection, reducing pick-and-place cycle times.



MiR250 has a payload of 250 kg (551 lbs) and is designed for transport of small- and medium-sized loads

MiR600 has a payload of 600 kg (1,322.8 lbs) and is designed for transporting heavy loads and pallets

MiR1350 has a payload of 1350 kg (2976 lbs) and is designed for transporting heavy loads and pallets

MiR1200 Pallet Jack has a payload of 1200 kg (2646 lbs) and is designed for automated, driverless conveyance of heavy loads at speeds of up to 1.5 m/s (4.9 ft/s)

Detailed product information and technical specifications are available here:

[Discover AMRs from MiR](#)



Need more info?

For further information or interview enquiries: +45 89 93 89 89, robotics@teradyne.com
Please visit mobile-industrial-robots.com for more information on our company

Media

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