



**MaxBotix Inc.,**  

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**Company Profile**

**INTEGRITY. INNOVATION. EXCELLENCE.**

# MaxBotix Inc., Introduction

We are a high volume manufacturer of high quality ultrasonic sensors at competitive pricing. Increasing demands for ultrasonic sensors in the world market has caused steady growth since the founding of the company. We initially established our sensors as the sensors of first choice in the hobby and education markets. The OEM market continues to integrate our sensors into new and proven applications because we deliver the solutions they need at competitive pricing. MaxBotix Inc., is a company with a strong foundation of ethics, manufacturing process control, and customer service. High volume delivery is instrumental in the continued growth and success. Ordering is easy through our online store, or customers can purchase from one of our many distributors worldwide. MaxBotix Inc., offers hundreds of easy-to-use ultrasonic distance sensors across 20 product lines.

# Company Philosophy

- **Overall Vision**  
MaxBotix Inc., honors God by positively impacting the lives of our vendors, employees, customers, and community.
- **Company Vision**  
MaxBotix Inc., is a world class leader in the industrial sensor industry.
- **Company Mission**  
Be the sensor company of first choice by providing high quality, easy-to-use, competitive priced sensors that meet customer requirements.
- **Quality Concept**  
Meet the requirements and expectations of customers by continuously improving products, services, and business processes.
- **Industry Vision**  
Creating vision for the future.
- **Community Vision**  
Better jobs for a better community.

**I N C . 5 0 0 0 A W A R D**



Top Minnesota  
Companies



Top Manufacturing  
Companies

NEW YORK, August 12, 2015 *Inc.* Magazine ranks MaxBotix Inc., No. 3616 on its 34<sup>th</sup> annual Inc. 5000, an exclusive ranking of America's fastest growing private companies. The Inc. 5000 list presents the most comprehensive look at America's job creators.

Bob Gross, President & CEO says, "It's an honor to be recognized among the leading companies in America. We appreciate our employees for their dedication and talent, as well as our loyal customers for their support."

## Company Values

- **Integrity**  
We do what is right even when no one is watching.
- **Innovation**  
Innovation is continuously happening.
- **Excellence**  
We are constantly exceeding our goals, expectations, boundaries, and potential.
- **Emotional Intelligence**  
We strive to create an atmosphere that inspires and enables people to reach their full potential.

## Company Culture

- **Prayer & Spiritual Growth**  
We want to provide the opportunity for all to pray, to know Jesus, and to make Him known.

*The owners of MaxBotix Inc., believe that Jesus Christ owns this business, and we are simply His stewards. We want to make sure that all we do in and through this business honors Him. By the same token, we choose to not do anything that will dishonor Him. We believe that prayer is answered. Since the foundation of MaxBotix Inc., a cross, fish and 1<sup>st</sup> are on every product as a public declaration that Jesus is first in all we do.*

*No one who works in our company is required to believe what we believe, because we fully believe in and practice equal opportunity. However, we make it clear, early on, that God is the owner of our company.*

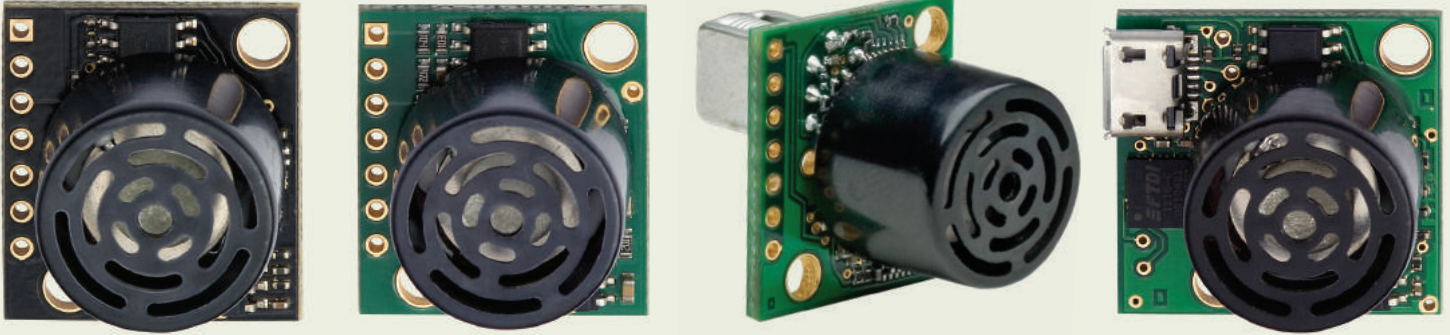
- **Community Impact**  
We use our talents and treasures to make a difference.

*We believe we are part of the community in which we work and therefore have the responsibility to give back to that community.*

## Company History

- **January 2004** – MaxBotix Technologies begins product development.
- **October 2005** – MaxBotix Technologies contracts a small independent electronics assembly company, Wielen Electronics, to handle the light electronic assembly and shipping operations.
- **December 2005** – MaxSonar-EZ1 sales begin.
- **July 2006** – MaxBotix Technologies incorporates and streamlines company assembly operations by acquiring Wielen Electronics.
- **2007 to 2010** – MaxBotix Inc., headquarters and production operations move to larger facility to meet increased sales demand.
  - July 2007
  - August 2008
  - April 2009
  - April 2010
- **April 2011** – MaxBotix Inc., completes an expansion project at facility to meet increased sales demand.
- **May 2011** – MaxBotix Inc., launches redesigned website to better serve our customers.
- **September 2012** – MaxBotix Inc., acquires a 22,000 sq ft facility to support the continued growth.
- **May 2013** – MaxBotix Inc., begins full operations in 10,000 sq ft. of the new facility.
- **April 2015** – MaxBotix Inc., begins expansion planning for utilizing the remaining 12,000 sq ft.
- **August 2015** – MaxBotix Inc., makes the Inc. 5000 list as one of America's fastest growing private companies.

# MaxBotix® Protected Environment Sensors



## OUR PRODUCTS

### USB-ProxSonar-EZ

1in resolution  
USB proximity and multi-sensor  
operation

### HRLV-MaxSonar-EZ

1mm resolution  
multi-sensor operation

### XL-MaxSonar-AE

1cm resolution  
signal processing and  
troubleshooting

### LV-MaxSonar-EZ

1in resolution  
obstacle avoidance and ranging

### HRUSB-MaxSonar-EZ

USB 1mm resolution  
superior noise rejection

### LV-ProxSonar-EZ

1in resolution  
proximity and multi-sensor  
operation

### XL-MaxSonar-EZ

1cm resolution  
superior noise rejection for  
industrial environments

### I2CXL-MaxSonar-EZ

1cm resolution  
applications requiring I2C

### ParkSonar-EZ

1in resolution  
parking garage car detection

## BENEFITS

- Competitive pricing
- High volume, high quality
- Easy mounting
- Low power consumption
- RoHS compliance
- CE compliance
- A variety of outputs to match most applications
- Stable range readings
- Controlled beam width
- Factory calibrated and tested for consistent part-to-part operation
- High reliability demonstrated in our +200,000 hr. MTBF report  
[www.maxbotix.com/articles/001.htm](http://www.maxbotix.com/articles/001.htm)

# MaxBotix® Non-Protected Environment Sensors



## OUR PRODUCTS

### SCXL-MaxSonar-WR

1mm resolution  
self-cleaning  
*Available in a variety of outputs including 4-20*

### HRXL-MaxSonar-WR

1mm resolution  
superior noise rejection  
*Available in a variety of outputs including 4-20*

### XL-MaxSonar-WRC

1cm resolution  
compact mounting

### I2CXL-MaxSonar-WR

1cm resolution  
applications requiring I2C

### I2CXL-MaxSonar-WRC

1cm resolution  
applications requiring I2C

### 4-20HR-MaxSonar-WR/WRC

1.6mm resolution  
4-20mA current output

### HRXL-MaxSonar-WRC

1mm resolution  
compact mounting  
*Available in a variety of outputs including 4-20*

### XL-MaxSonar-WR

1cm resolution  
signal processing and  
troubleshooting

### UCXL-MaxSonar-WR

1cm resolution  
OEM design integration

### XL-TrashSonar-WR

1cm resolution  
robust industrial trash level  
measurement

### MB8450 Car Sensor

1cm resolution  
vehicle detection with USB interface

## BENEFITS

- Competitive pricing
- High volume, high quality
- Robust IP67-rated PVC housing available: full horn, compact, 1" NPS, 1" BSPP, 30mm1.5
- Ultra compact designed for easy integration
- Easy mounting
- Low power consumption
- RoHS compliance
- CE compliance
- A variety of outputs to match most applications
- Stable range readings
- Controlled beam width
- Factory calibrated and tested for consistent part-to-part operation
- High reliability demonstrated in our +200,000 hr. MTBF report  
[www.maxbotix.com/articles/001.htm](http://www.maxbotix.com/articles/001.htm)

## Product History

- **December 2005** – The MaxSonar-EZ1 is released for sale to the public.
- **January 2007** – The LV-MaxSonar-EZ1 is introduced (operates at low voltage).
- **July 2007** – The LV-MaxSonar-EZ sensor line expands (EZ0, EZ2, EZ3 & EZ4).
- **September 2008** – The LV-MaxSonar-WR1 sensor is released as a robust, high performance non-protected environment sensor.
- **July 2009** – The XL-MaxSonar-EZ, XL-MaxSonar-AE, and XL-MaxSonar-WR sensor lines are released.
- **May 2012 to September 2012** – New product lines for protected and non-protected environments are released.
  - HRLV 1mm high resolution range finders
  - I2C interface sensors
  - ProxSonar for proximity sensing and simultaneous multiple sensor operation
- **February 2013 to December 2013** – Multiple custom products are released for OEMs.
  - Easy-to-use USB sensors are released in our HRLV and ProxSonar sensor lines
- **February 2014 to December 2014** – New product lines are released.
  - Ultra compact WR sensors for weight sensitive applications
  - Self-cleaning HRWRs for use in closed or high-moisture environments
  - 4-20mA output for industrial control systems in multiple product lines
  - XL-TrashSonar-WR robust industrial trash level measurement
  - ParkSonar-EZ parking garage car detection
  - MB8450 Car Sensor USB vehicle detection

## Real-Time Wireless Monitoring

Ockway Bay, Mashpee, Massachusetts (USA)



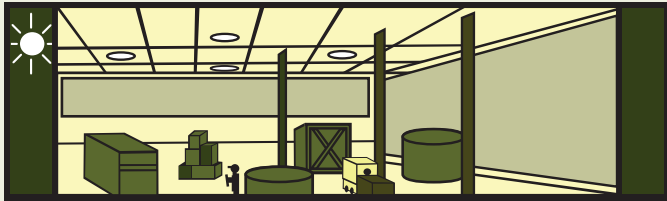
Tide level measurement is a common use for the MaxSonar sensor and the ioBridge IO-204. Connecting the MaxSonar sensor to the ioBridge IO-204 module is a simple-to-use wireless or remote sensing interface for monitoring measurements to a target from anywhere in world. In this application the community must monitor tide levels because they will not be able to enter the bay when tide levels are low.

Lake Water Levels, New Jersey (USA)

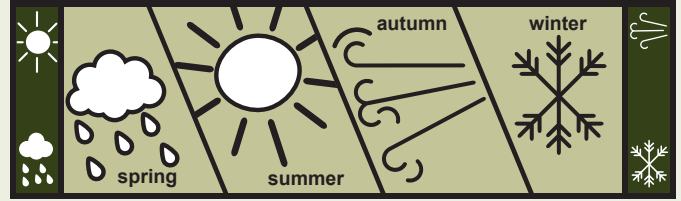


The MaxSonar sensor is integrated into a wireless solar power system for monitoring lake water levels. The MaxSonar sensor survived and was operational after Hurricane Sandy hit the shores of New Jersey in October 2012. The customer comments: "The system has completed several months of trials under harsh conditions. The solid performance of the MaxBotix sensor has us confident in the system performance, and we are now ready to take the system live to the community!"

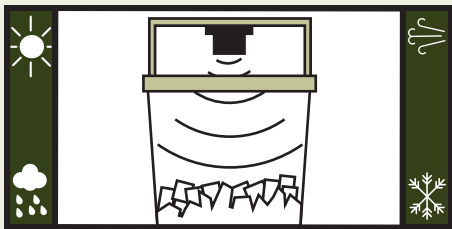
# MaxBotix® Sensors Matched to Your Application



**Protected Environments**



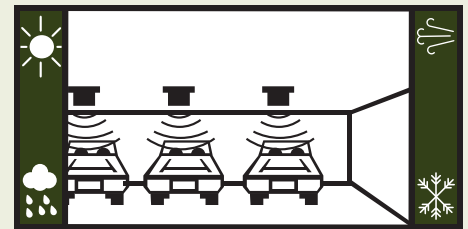
**Non-Protected Environments**



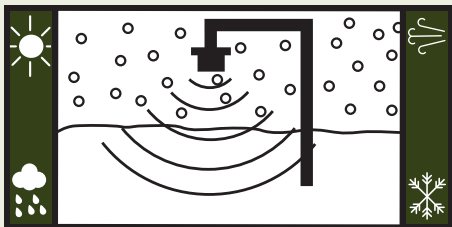
**Trash Level**



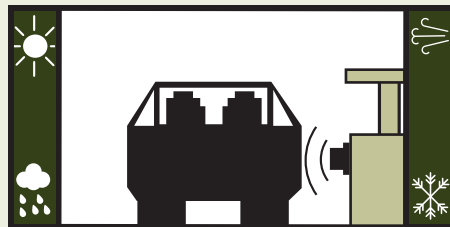
**People Detection**



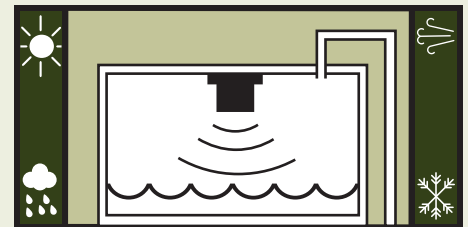
**Parking Garage**



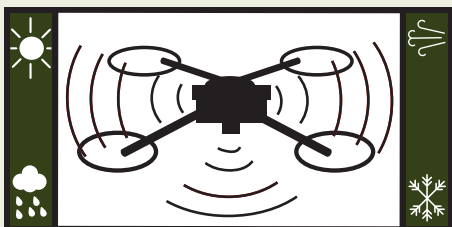
**Snow Depth**



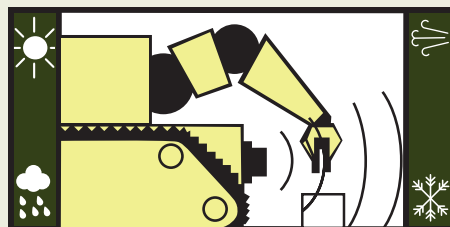
**Vehicle Detection**



**Tank Level**



**UAVs**



**Robotics**



**Kiosk Applications**

# MaxBotix<sup>®</sup> Inc.

*High Performance Ultrasonic Rangefinders*

The names MaxBotix<sup>®</sup>, MaxSonar<sup>®</sup>, ProxSonar<sup>®</sup>, EZ0, EZ1, EZ2, EZ3, EZ4, AE0, AE1, AE2, AE3, AE4, WR1, WRC1, WR, WRC, WRL, WRM are trademarks of MaxBotix Inc.

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