

NOW THAT'S PRODUCT PLACEMENT

ABB ROBOTICS GETS FREE ADVERTISING VIA SUMMER BLOCKBUSTER



Summer is guilt-free at the cineplex. There are no Oscar-contending speeches, lavishing period pieces or three-and-a-half-hour docudramas. It's all bang and whoosh from May until September with explosives, cheesy dialogue and computer-generated effects. It's also the time of year when product placements truly shine. General Motors cars transform, Coca-cola quenches teenage thirst and iPods seem to be the only MP3 players on the market.

ABB Robotics, a supplier of industrial robotics, took advertising to a whole new level this summer when Warner Brothers cast 12 IRB 6620 and six IRB 1600 robots in *Terminator Salvation*.

"The robots were used to simulate the manufacturing of the Cyberdyne Terminator T800 robots," says Ted Wodoslawsky, vice president of marketing at ABB. "They're standard ABB products. One is frequently used for welding and material handling and the other for laser-cutting and picking and packing applications. The 18 robots have since been sold to other customers under our used robots sales program."

Academy-award winning set director Victor Zolfo and production designer Martin Laing were intrigued

by the product line that ABB offered.

"We looked at a variety of different robot manufacturers, but were most struck by the presence of ABB's robots, especially the larger units," Zolfo said in a press release. "They had the right lines and they provided the feel that they could actually be making Terminators."

Wodoslawsky was thrilled by the exposure that came from the film. "We were able to generate some worldwide buzz about being in a summer blockbuster. The story was picked up by news media in Europe and Asia. I haven't seen a sales lead stating that they saw them in the film, but I expect to."

Since it was a simulation of a real factory, ABB's robots fit right in and had no trouble adjusting to life on a Hollywood set. "While it was a fun experience, it was really no different than the work we do for our customers every day," Wodoslawsky says.

Erik Ryskamp, field engineer at ABB, spent 10 weeks during the summer of 2008 installing, programming and operating the robots. "Erik and his team worked with us very closely creating an incredible ballet with the robots, actors and stuntmen," Zolfo says. "The robots are very visible and instrumental in the final, climactic scene of the movie."

Ryskamp says director McG fit the robots into a couple more scenes in the film when he saw how cool they worked. The machines were covered in black soot to appear dingy and banged-up for their respective roles.

"The robots were really an evolutionary character," Zolfo says. "Like an interim step between the humans and Terminators."

Now that ABB has some Hollywood exposure with a set director like Zolfo, Wodoslawsky hopes to get its products in other films in the future.

"It was a great deal for both parties. *Terminator Salvation* got to use ABB robots and engineering expertise and we got the exposure of our robots being featured with ABB logos prominently displayed," Wodoslawsky says.

From what they were told, everyone involved on the production enjoyed working with the ABB robots and the ABB employees.

Even rumored set disrupter, Christian Bale.

"After seeing the movie, I think the ABB robots were a welcome presence," Wodoslawsky says.

For more information on ABB, please visit www.abb.com. *Terminator Salvation* was released in May 2009.