



Coming to Europe: New iRobot® Roomba® i7+ Robot Vacuum Learns a Home's Floor Plan and Empties Itself

iRobot Brings Memory and Hands-Free Cleaning to Roomba® i7+ with Clean Base™ Automatic Dirt Disposal – available in the United Kingdom on February 15th.

London, UK February 5, 2019 – Imagine a robot vacuum that not only remembers a home's floor plan and cleans specific rooms by name – but also automatically empties itself. iRobot Corp. (NASDAQ: IRBT), the leader in consumer robots, today announced availability of the [Roomba® i7+ robot vacuum with Clean Base™ Automatic Dirt Disposal](#) in the UK. The Roomba i7+ brings a new level of intelligence and automation to robotic vacuum cleaners with the ability to learn, map and adapt to a home's floor plan. Introducing Imprint™ Smart Mapping, the Roomba i7+ remembers multiple floor plans and room names so users can customise cleaning jobs and direct the robot to clean specific rooms by voice¹ or via the iRobot HOME App. When the Roomba i7+ robot vacuum is finished cleaning, it empties its own dust bin into the Clean Base™, which holds 30 bins of dirt, allowing customers to forget about vacuuming for weeks at a time. This enhances the customer experience by eliminating the dusty and dirty mess often associated with emptying vacuum canisters.

“With the ability to learn, adapt to and remember a home's floor plan, and the introduction of automatic dirt disposal, the iRobot Roomba i7+ represents the most advanced robotic vacuum ever built,” said Colin Angle, chairman and CEO of iRobot. “This robot delivers on the original vision we had when we embarked on the journey to build a vacuuming robot almost 20 years ago.”

Knows your home's floor plan. Understands your command.

Ushering in a new era of consumer robots, the Roomba i7+ allows customers to clean specific rooms in the home. Using Imprint™ Smart Mapping, the Roomba i7+ gets to know the home's floor plan, giving customers total control to choose which rooms are cleaned and when. The robot learns every room – remembering up to 10 different floor plans – so users can carry their robot to another floor or a separate home, where the robot will recognise its location and clean as instructed. iRobot's patented iAdapt® 3.0 Navigation with vSLAM® technology helps the Roomba i7+ seamlessly and efficiently navigate the home by keeping track of where it's been and where it has yet to clean. The Roomba i7+ also adapts to changing home environments, so it always knows the best way to clean.

The Roomba i7+ works with Alexa™ enabled devices and the Google Assistant, and is the only robot vacuum that lets users clean specific rooms by name with a voice command¹. For example, just say, “Alexa, ask Roomba to clean my kitchen,” or “Hey Google, clean the living room,” and the Roomba i7+ will efficiently find its way to the appropriate room to clean. Once finished, the robot will return to its base to charge and automatically empty its contents when paired with the Clean Base™ Automatic Dirt Disposal.

Empties on its own.

The iRobot Roomba® i7+ robot vacuum takes convenience to a whole new level with the first-of-its-kind Clean Base™ Automatic Dirt Disposal, which automatically empties the contents of the Roomba i7+ dust bin into the Clean Base. Doubling as the robot's charging station, the Clean Base takes the dirty work out of vacuuming, storing debris in an enclosed bag, and trapping dirt and dust so it can't escape into the air. When the bag is full, the user is notified via the iRobot HOME App. Then they simply pull it out of the Clean Base and replace with a new one. The bag can hold 30 bins of debris, so users don't have to think about vacuuming for weeks at a time.

“iRobot is addressing a long-standing customer call by giving Roomba the ability to empty its own bin after each cleaning,” said Jean-Jacques Blanc, general manager and vice president, EMEA, at iRobot. “This enhances the customer experience by eliminating the dusty and dirty mess often associated with emptying vacuum canisters. With the ability to remember the home, clean specific rooms and empty itself

¹ When paired with Alexa™ enabled devices or the Google Assistant



when its finished, the Roomba i7+ with Clean Base Automatic Dirt Disposal quite literally frees customers from every aspect of vacuuming – from start to finish – for weeks at a time.”

Powerful performance, intelligent clean.

iRobot is the only leading robot vacuum brand with robots that have two Multi-Surface Rubber Brushes that work together to effectively clean both carpets and hard floors². The Roomba i7+ robot will automatically adjust the height of the cleaning head so the two brushes can directly engage with the floor. One brush loosens and agitates dirt and the other moves in the opposite direction to extract and pull dirt in. And instead of bristles, which can bend and miss dirt, the flexible rubber brushes hug the floor to clean everything from small particles, like dust and dirt, to hair and large debris.

Featuring a low-profile design to clean under furniture and along toe kicks, the Roomba i7+ Roomba robot uses a High-Efficiency Filter to capture 99 percent of pollen, mold, dust mites, and cat and dog allergens.

Leveraging Dirt Detect™ Technology – an iRobot patented feature – the Roomba i7+ is always looking for the places that need the most attention. Sensors in the robot recognise particularly dirty areas, such as sand near a doorway entrance, and prompt the robot to clean them more thoroughly. Once the Roomba i7+ robot is finished cleaning, users can view [Clean Map™ reports](#) in the iRobot HOME App to see where the robot cleaned and other details³.

Pricing and Availability

[The Roomba i7+ robot vacuum with Clean Base™ Automatic Dirt Disposal](#) will be available at select retailers beginning Friday, 15 February, with a suggested starting price point of £1,199. The Roomba i7 robot vacuum will also be available for purchase without the Clean Base™, starting at £899.

Roomba i7+ robot vacuum photos, videos and information can be found at:
<http://media.irobot.com/media-kits>.

Please join iRobot on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

About iRobot Corp.

iRobot®, the leading global consumer robot company, designs and builds robots that empower people to do more both inside and outside of the home. iRobot created the home robot cleaning category with the introduction of its Roomba® Robot Vacuum in 2002. Today, iRobot is a global enterprise that has sold more than 25 million robots worldwide. iRobot's product line, including the Roomba and the Braava® family of mopping robots, feature proprietary technologies and advanced concepts in cleaning, mapping and navigation. iRobot engineers are building an ecosystem of robots and technologies to enable the smart home. For more information about iRobot, please visit www.irobot.com.

For iRobot Investors

Certain statements made in this press release that are not based on historical information are forward-looking statements which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. This press release contains express or implied forward-looking statements relating to iRobot Corporation's expectations concerning management's plans and objectives, including product features and product shipment timelines. These statements are neither promises nor guarantees, but are subject to a variety of risks and uncertainties, many of which are beyond our control, which could cause actual results to differ materially from those contemplated in these forward-looking statements. Existing and prospective investors are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. iRobot undertakes no obligation to update or revise the information contained in this press release, whether as a result of new information, future events or circumstances or otherwise. For additional disclosure regarding these and other risks faced by iRobot,

² Based on top 10 unit sales from NPD unit share data July-December 2017

³ Clean Map™ Reports are only available on iRobot Roomba 900 Series, i7 and i7+ robot vacuums



see the disclosure contained in our public filings with the Securities and Exchange Commission including, without limitation, our most recent Annual Report on Form 10-K.

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