Google parent launches new 'moonshot' for robotics software

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A new "moonshot" project from Google parent Alphabet will develop software for industrial robots.

Google's parent Alphabet unveiled a new "moonshot" project to develop software for robotics which could be used in a wide range of industries.

The new unit, dubbed Intrinsic, will "become an independent Alphabet company," and seek industrial partners to advance their work helping to make everything from solar panels to cars, the new unit's chief, Wendy Tan-White, said in a blog post.

"Intrinsic is working to unlock the creative and economic potential of industrial robotics for millions more businesses, entrepreneurs, and developers," she said.

"We're developing software tools designed to make industrial robots ... easier to use, less costly and more flexible, so that more people can use them to make new products, businesses and services."

Intrinsic emerged from Alphabet X, the so-called "moonshot" project that launched self-driving car division Waymo and life sciences group Verily.

"We are currently looking for partners in the automotive, electronics, and health care industries who are already using industrial robotics and want to learn together," said Tan-White, who founded the website-building platform Moonfruit.

Intrinsic also may help "support a shift towards a more sustainable and equitable way" of manufacturing by facilitating low-cost production, she said.

"Currently just 10 countries manufacture 70 percent of the world's goods," she said. "This means most things are made far away from their end consumers, which drives global transport emissions, and many countries and businesses miss out on economic opportunities."

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