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Distribution Report

MWB Research Initiates Coverage on Circus SE, Highlighting Physical AI Growth Potential

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MWB Research, one of Europe's largest independent research firms, has initiated coverage on **Circus SE**, highlighting the company's positioning within the emerging field of Physical AI and its potential impact on automation-driven industries.

Circus SE specializes in Physical AI, a technology discipline that combines artificial intelligence with physical systems to enable autonomous operation in real-world environments. The company's flagship solution, **Circus Autonomy One (CA-1)**, has gained attention for its application in the food service sector, where businesses continue to face persistent labor shortages and rising operational costs. According to the company, the CA-1 integrates AI-powered software with advanced robotics, allowing it to perform tasks traditionally handled by human workers.

MWB Research's coverage follows Circus SE's recent announcement regarding its acquisition of **FullyAI**, a European company focused on Agentic AI technology. Agentic AI is designed to enhance autonomous decision-making capabilities, enabling systems to plan, adapt, and operate with minimal human intervention. Circus SE has stated that FullyAI's technology will be integrated into its Physical AI platforms, including the CA-1, with the goal of advancing autonomy and improving human-robot interaction.

Circus SE has reported securing more than **8,600 pre-orders** for the CA-1 since its introduction. These pre-orders span multiple industries and, according to company estimates, represent significant long-term revenue potential from both recurring AI software subscriptions and robotic system sales. The volume of early demand underscores growing interest in autonomous solutions across labor-intensive sectors.

In its analysis, MWB Research emphasizes the broader implications of Physical AI for the food service industry, noting the sector's scale and reliance on manual labor. The firm highlights that the industry's size exceeds that of the global automotive market, positioning it as a major opportunity for automation-focused companies aiming to improve efficiency and address workforce constraints.

The report further outlines how Circus SE's approach differs from conventional robotics solutions. Physical AI systems are designed to combine perception, reasoning, and execution within a single autonomous framework, reducing the need for constant human supervision. MWB Research notes that this capability could accelerate adoption across industries seeking scalable automation solutions.

MWB Research also reviews the competitive landscape within robotics and artificial intelligence, acknowledging the presence of established players while pointing to Circus SE's emphasis on practical, real-world deployment. The firm indicates that this focus may support broader adoption as businesses increasingly seek automation technologies that deliver measurable operational value.

Circus SE's management has described the integration of FullyAI as an important step toward advancing collaborative and autonomous systems capable of performing complex tasks safely and efficiently. The company continues to focus on developing AI-powered solutions that address global labor challenges while maintaining high standards of reliability and performance.

The full research report from MWB Research provides detailed analysis of Circus SE's technology, market environment, and strategic direction. The report is available at: https://research-hub.de/companies/circus-se.

About Circus SE

Circus SE is a Germany-based technology company specializing in Physical AI, integrating artificial intelligence with robotics to enable autonomous operation in real-world environments. Its flagship product, Circus Autonomy One (CA-1), is designed to support efficiency and automation in the food service industry and other labor-intensive sectors. The company focuses on practical AI applications aimed at addressing global workforce and operational challenges.

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