



GLOBAL INNOVATORS

MARCH 2019

LEADING
THE
DIGITAL
TRANSFORMATION IN
RETAIL
SECURITY &
ARTIFICIAL INTELLIGENCE



V S B L T Y

CSE: VSBY

Forward-Looking-Statement



This corporate presentation may contain certain “forward-looking statements.” Such forward-looking statements are sometimes identified by words such as “intends,” “plans,” “anticipates,” “believes,” “expects” and “hopes” and include, without limitation, statements regarding VSBLTY’s plan of business operations, potential contractual arrangements and pipeline, receipt of working capital, anticipated revenues and related expenditures, and involve a number of risks and uncertainties that could cause actual results to differ materially from projected results. Such factors include, among others, commodity prices, the willingness and ability of third parties to honor their contractual obligations, the decisions of third parties over which VSBLTY has no control, environmental and government regulations, availability of financing, judicial proceedings, force majeure events, and other such risk factors. Many of these factors are beyond VSBLTY’s ability to control or predict. Investors are cautioned not to put undue reliance on forward-looking statements. Except as otherwise required by applicable securities statutes or regulations, VSBLTY disclaims any intent or obligation to update publicly these forward looking statements, whether as a result of new information, future events or otherwise.

Nothing in this presentation is either an offer to purchase, or a solicitation of an offer to sell, shares of VSBLTY or any other entity.

Nothing on this presentation is a solicitation of a proxy from a security holder of VSBLTY or any other company.

AT THE INTERSECTION OF MARKETING AND SECURITY

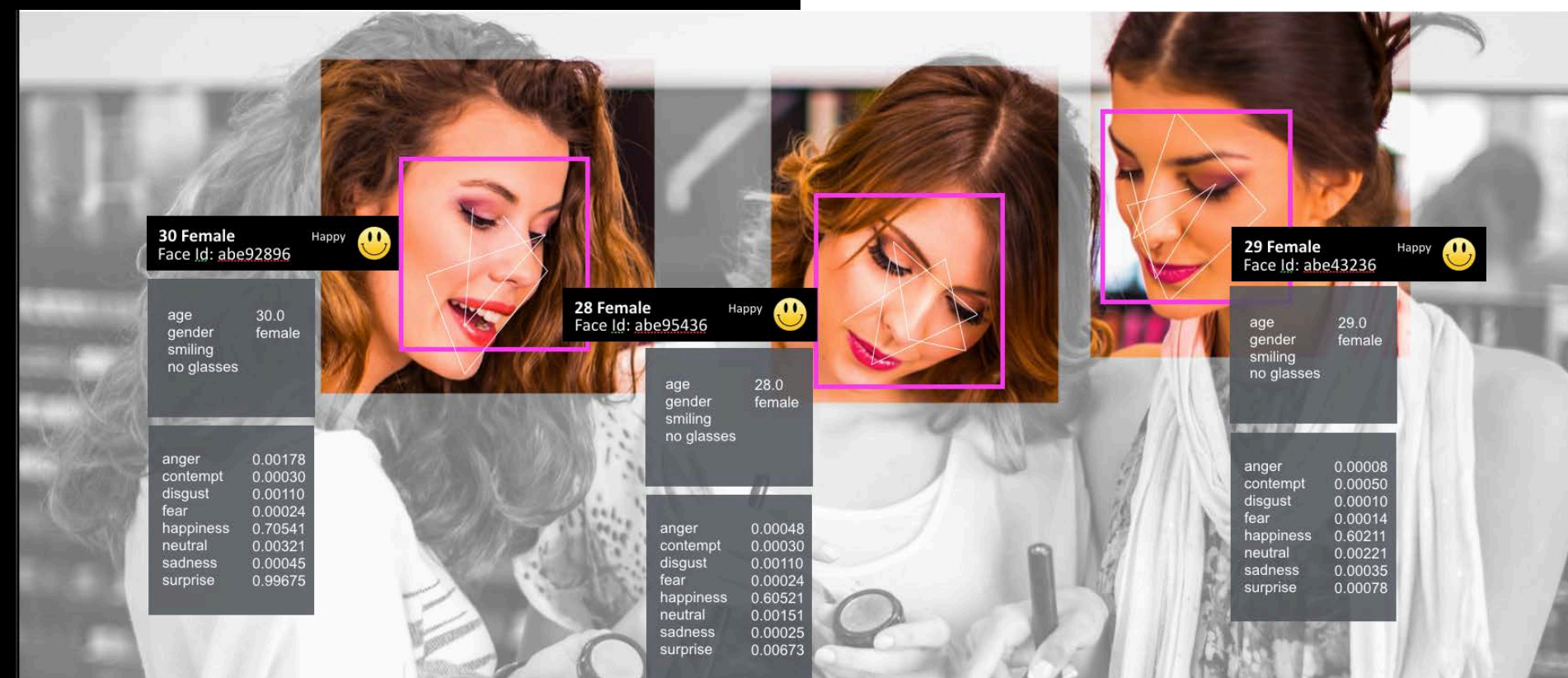
VSBILITY

RETAIL

**DIGITAL DISPLAY MARKET IS
PROJECTED TO REACH
\$32 BILLION BY 2023**

SECURITY

**GLOBAL COMMERCIAL SECURITY
MARKET SIZE IS PROJECTED TO BE
\$187 BILLION BY 2023**



Overview

VSBLTY is a leading DIGITAL DISPLAY and SAAS company, transforming retail spaces and venues

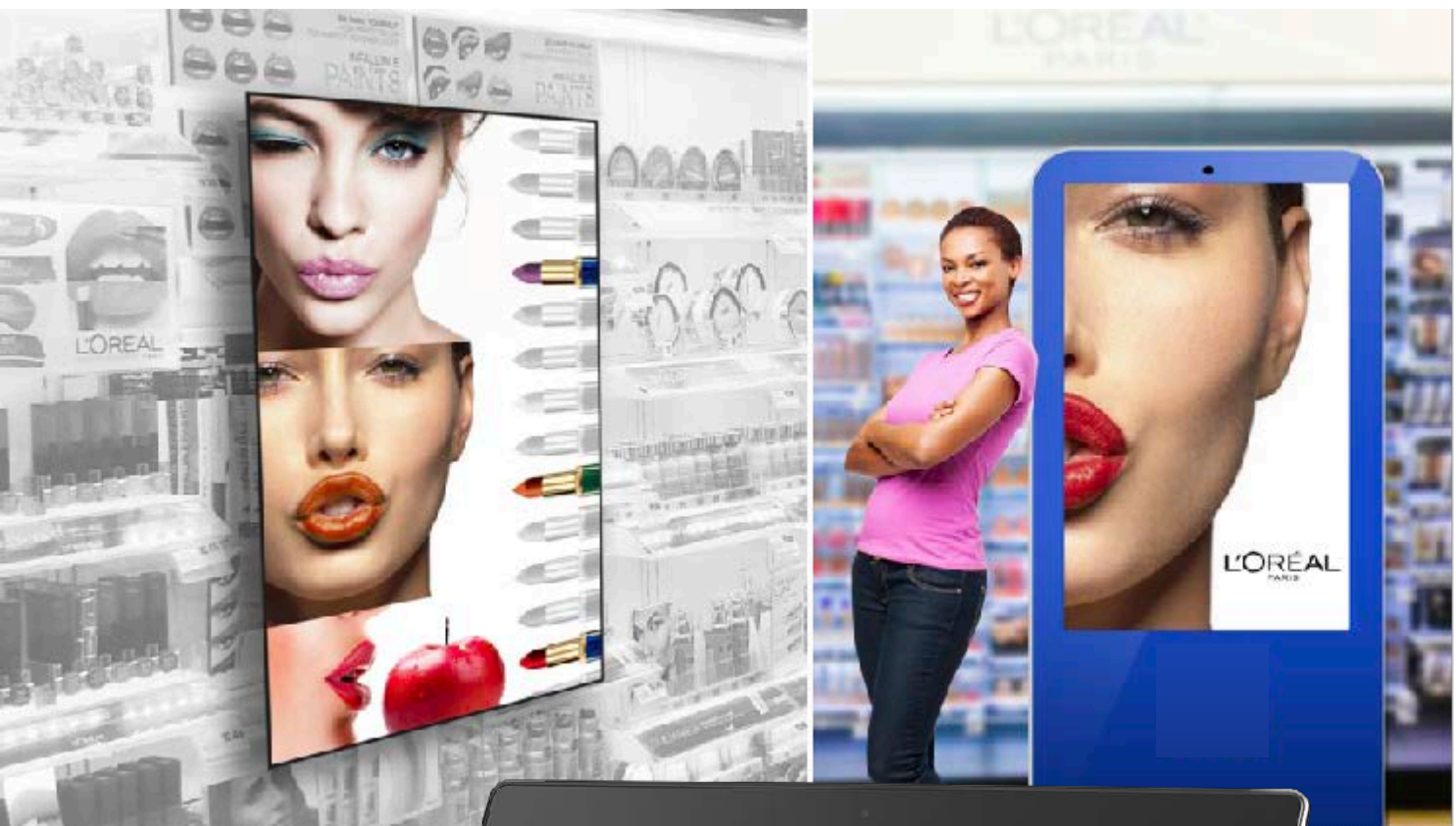
Founded by a Team of Technical Experts and Marketing Innovators



Jay Hutton, Co-Founder and CEO, Jay is both the visionary leader of this new company but at the same time brings day-to-day balance to the team to foster both quick-to-market client opportunities with focused, disciplined attention on the challenges inherent in their execution. Jay draws on his many years of experience as a seasoned software executive with a career spanning more than 25 years.



Tim Huckaby, Co-Founder and CTO, has been called a “Pioneer of the Smart Client Revolution”; he is responsible for the development of VSBLTY’s Data Vision and Data Captor, and has won several awards for technical presentations for Microsoft as a Gold Development Partner for almost 30 years.



The value proposition stretches end to end



“This is a ground level opportunity to be a part of the transforming retail and security industries, where our futuristic innovations in digital out-of-home products and SaaS services are finally providing analytics, attribution and increasing ROI.”– Jay Hutton, CEO

THE STORY

RETAIL

Watch how VSBLTY technology can transform digital out of home media.



https://youtu.be/Jo64EC2_skA

SECURITY

Watch VSBLTY help create a prevention perimeter at an NFL sports venue.



<https://youtu.be/HmXzd03FIMc>

"VSBLTY is uniquely positioned to take advantage of the sea change in technology." – Jay Hutton, CEO

MARKETS

RETAIL- \$32 BILLION

DIGITAL DISPLAY MARKET PROJECTED
GROWTH: CAGR:18.2% 2017 - 2025

Each market (retail & security) is
forecast to grow at double digits
over the next few years.



FACT FACT

70%

Have viewed digital
signage in the last 3
months

55%

Can recall specific
messages

19%

Of consumers made
impulse purchases
based on digital
signage

323

Mass Shooting events
in the US in 2018

7.7 MILLION

Property Crimes

5.5 MILLION

Larceny Theft Crimes

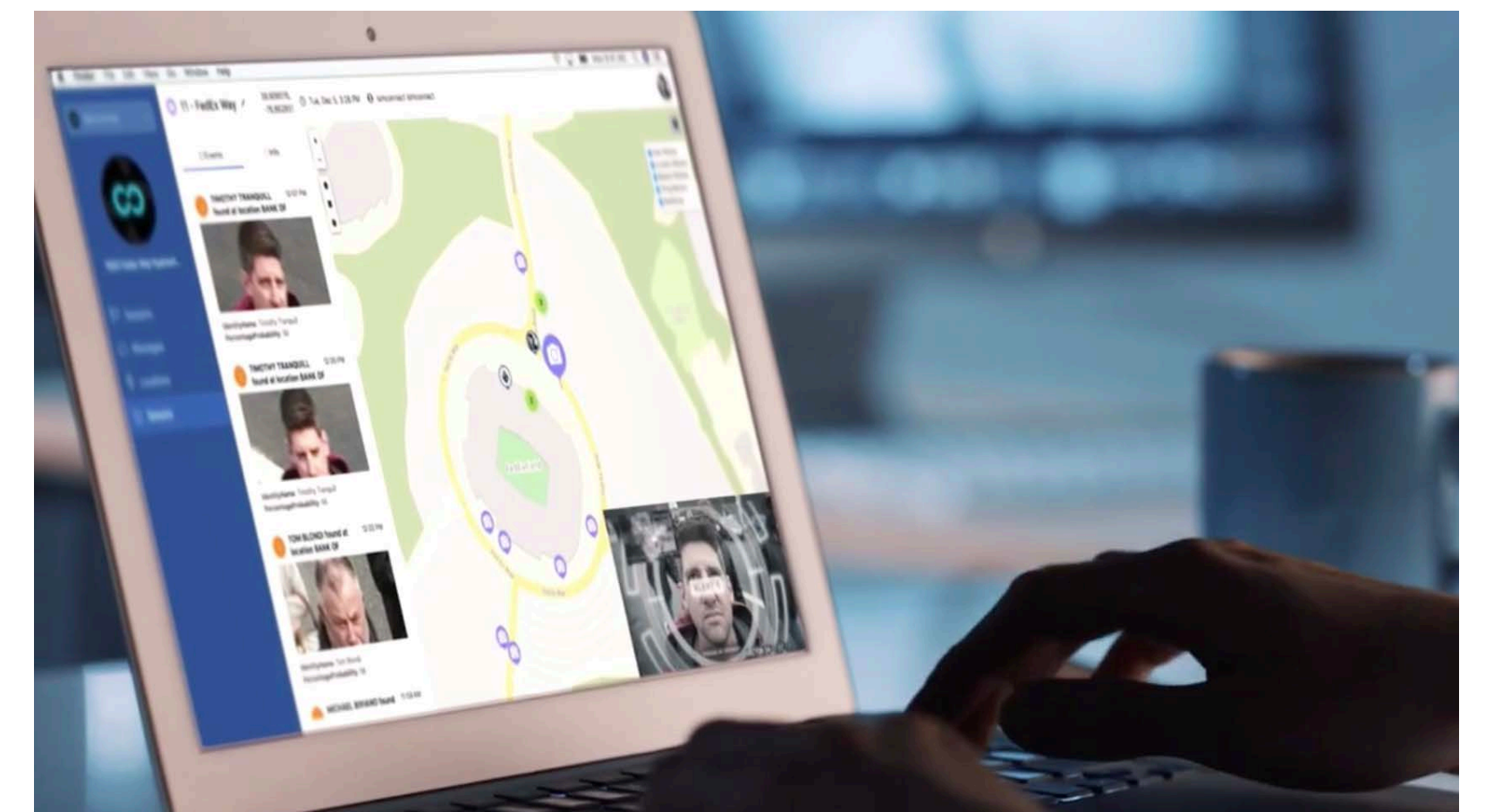
1.3 MILLION

Violent Crimes
in 2017 throughout
the United States

SECURITY-\$187 BILLION

GLOBAL SECURITY MARKET PROJECTED
GROWTH: CAGR:10% 2017-2023

The private sector is set to spend over
\$1 trillion on Digital Security globally
through 2021





Campaign Period 12/5-12/31							
ENTICEMENT	ENGAGEMENT	IMPRESSIONS	INTERACTIONS	DWEELL TIME			
159,291	957,183	1,116,474	56,544	:32			
Male	Female	<20	21-30	31-40	41-50	51-60	61>
		1,184	17,742	119,233	121,177	12,918	605
48%	52%	0.04%	6.5%	43.7%	44.4%	4.7%	0.02%

RETAIL PROBLEM

Traditional Point of Sales and Out of Home Advertising have very limited engagement, and lack measurement, analytics and attribution.

SOLUTION

VSBLTY brings the advantages of online advertising into the brick and mortar landscape with innovative systems that marry Signage, Security & Analytics- Digital Signs that pull you in, move you around the store or venue, and ultimately increase a brand or retailers return on investment.

SOLUTION



PROBLEM

Security systems with cameras mounted high rely on human analysis to alert a security team.

SECURITY SOLUTION

VSBLTY digital signage, cameras, and proprietary software also have a security application for schools, casinos, retailers and other venues. VSBLTY's facial recognition software and alert system assists security teams and raises the the level of public safety, while lowering the view of the camera.



SOFTWARE

RETAIL

VisionCaptor

is an integrated software suite that providing content management capability to customers.

DataCaptor

is a software module that leverages camera and sensor technology along with artificial intelligence (machine learning and machine vision) to provide real time analytics and audience measurement.

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SECURITY

























Vector

is a software module that interfaces with a comprehensive database to detect persons of interest within the camera's field of view. This can be used as a loyalty extension in retail (faces enrolled by identity) or, in a security context, looking for persons or objects of interest, at scale, in public areas or congested locations where public safety is a primary concern.



“We engage along the entire journey of digital transformation, following impressions down the sales channel. We turn aisle 5 into an asset for retailers. – Jay Hutton, CEO”

VALIDATION

GROCERY	GENERAL RETAIL	SPIRITS	PARTNERS	SHOWROOMS	STADIUMS & VENUES
<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div><div></div></div>

**AVERAGE REVENUE
PER END POINT
\$30-40**

**AVERAGE END POINTS
PER LOCATION 4**

TOP TARGET CUSTOMERS

**RETAIL
CASINO
SECURITY
OUTDOOR**

OPPORTUNITIES

DRUG STORE

> 2,500 STORES IN 19 STATES

GLOBAL CONVENIENCE CHAIN

> 58,400 STORES IN 17 COUNTRIES

IN-STORE MEDIA / ACTIVATION COMPANY

> 55,000 STORES IN US AND CANADA

INTERNATIONAL RESORT HOTELIER

> 60 LOCATIONS | ANALYTICS AND SECURITY

MAJOR GROCERY RETAILER

> 2200 LOCATIONS | ANALYTICS AND DISPLAYS

MAJOR RETAIL TECHNOLOGY COMPANY

OEM / WHITE LABEL

SOVEREIGN GOVERNMENT

SMART CITIES 10K CAMERA NETWORK

ENERGY COMPANY

REFINERY / PIPELINE SECURITY

INNOVATION



<https://youtu.be/KOYg-k9QIKE>



VSBLTY CTO Tim Huckaby is not only a renowned technologist and Microsoft Gold Development Partner for almost a quarter century, Now...with the advent of Intel's "EDGE solution" see how taking VSBLTY to the EDGE will not only speed up the solution, but create breakthrough accessibility.

**"The algorithms that power VSBLTY are ranked number one in the most recent NIST evaluation.
The EDGE will help optimize them – Jay Hutton, CEO"**

CSE: VSBY Capital Structure



	Price	Expiry	Units
Issued and Outstanding			76,453,959
Warrants	US\$0.40		8,060,426
Options	US\$0.30		5,676,000
Performance Shares*			3,000,000
Fully Diluted			93,190,385
Exchange/Ticker		CSE	VSBY

Conclusions

* 1 mill shares to be released upon company achieving \$2M Revenue in fiscal 2019 based on audited financial statements 1 mill shares to be released upon company achieving \$4M Revenue in fiscal 2020 based on audited financial statements 1 mill shares to be released when the company releases the OPENVINO software to General Availability

- Experienced Management Team
- Strong worldwide channel partners, established distribution
- Revenue-generating with a healthy pipeline of potential contracts
- Highly scaleable with addressable market to balloon to **\$23B by 2023**
- Agile and poised for growth in two big markets, retail and security

Meet the Team



Jay Hutton
Co-Founder / CEO,
President & Director

Co-Founder and CEO, Jay is both the visionary leader of this new company but at the same time brings day-to-day balance to the team to foster both quick-to-market client opportunities with focused, disciplined attention on the challenges inherent in their execution. Jay draws on his many years of experience as a seasoned software executive with a career spanning more than 25 years.

Jay began his career at Gandalf Technologies, an Ottawa-based pioneer of data communications technology in 1988. He later served as Country Manager (Canada) of Ascend Communications during their rapid growth, public offering and ultimate sale to Lucent Technologies in 1999. Jay then spent the next 10 years as President and CEO of a privately financed private company that ultimately went public.

Prior to starting VSBLTY, Jay managed the introduction of electronic payment options to New York City's 13,000 taxicabs that also functioned as an in-vehicle media outlet for local news and weather.



Tim Huckaby
Co-Founder / CTO

Founder and Chief Technologist Tim was responsible for managing the initial development of VSBLTY's two distinct products – Data Vision and Data Captor. He continues to oversee ongoing product refinement and new innovations for use of the technology.

Tim is a 25-year veteran of Microsoft engineering know-how primarily through his work as founder of Interknowlogy, a 16-year-old software development company responsible for delivering innovation to many Fortune 100 companies across all industries.

Tim's technology drives John King's "Magic Wall" on election night for CNN. He has been called a "Pioneer of the Smart Client Revolution" by the press and has been awarded many times for the highest rated technical presentations and keynotes for Microsoft and many other technology conferences around the world.



Fred Potok
Co-Founder / VP Sales

Fred is Co-Founder of VSBLTY and brings 20 years of CPG and retail experience as well as his many long-term relationships to his role as the head of global sales for VSBLTY. Fred founded FloorGraphics, a privately-held in-store advertising company in Princeton, NJ where he was Chairman, CEO and President.

Fred was responsible for inventing and conceiving the "floor decal" as an advertising vehicle which redefined point-of-purchase advertising on a global level. Fred grew the firm from \$1M in 1997 to \$70M in 2001.

FloorGraphics ranked #11 in *Forbes* as the fastest growing privately held company in 2003 and #39 on the *Inc.* magazine 500 list of entrepreneurial firms.



Linda Rosanio
Co-Founder / COO

Linda serves as Chief Operating Officer of VSBLTY. Linda began her early career in the 70's as a Media Director responsible for her ad agency's planning and buying of all forms of media, from radio and television to billboards and point-of-sale advertising. Her transition into Client Services gave her the foundation for the start of her own agency in 1985. Linda grew her own company over the next 30 years to 230 people with 100M in sales. It was Linda's company that served as the incubator for FloorGraphics with Fred Potok.

Linda's client service and operational knowledge is deep and wide and includes an in-depth knowledge of the CPG, retail and casino client mentality. Her food and beverage team members were avid students of shopper marketing and her agency served as a roster agency for Coca Cola, developing and executing national point-of-sale promotions.

Linda will bring her combined knowledge of media, client service and operations to help drive the continued success of VSBLTY.



Jan Talamo
Chief Creative Officer

Jan Talamo is VSBLTY's Chief Creative Officer and Head of Brand Strategies. Jan has spent 30 years in the marketing business building campaigns and executing brand growth ideas for clients in both the CPG and the Gaming and Entertainment industries.

Jan has served as Chief Creative Officer and Partner for three companies over his career and is most noted for his quick assessment and creative integration on omnichannel platforms including digital technology as it has rapidly and continually changed the client engagement and the point-of-sale landscape.

Jan is a compelling presenter and will oversee the development of all client and prospective client communications, including the imagining and creation of the extensions of their brand campaigns onto the various VSBLTY digital screen platforms.

Meet the Team



Lisa Johnson
VP Sales

An experienced sports marketing and venue executive, Lisa is fueled by a passion to provide a more unique brand and patron experience. Her mission is to promote and facilitate the best use of responsible facial recognition and analytics to drive guest engagement, heighten security and deliver results in sports, entertainment, gaming and retail environments. That's why VSBLTY recruited her from NEC Corporation.

Lisa is an accomplished, goal-driven sales and operations management executive. During her career, Lisa has achieved success in developing innovative biometric security and guest experience programs, in addition to driving digital sales technologies. She excels at negotiating large-value transactions and creating strategic partnerships to grow business and generate revenues in diverse industries, including professional sports, entertainment, and technology/software development.



Alnesh Mohan
Director

Alnesh Mohan is a partner of Quantum Advisory Partners LLP with over 20 years of accounting, auditing, and tax experience, providing advisory services to a wide array of companies across multiple industries.

Acting on behalf of several public companies, Mr. Mohan has acquired considerable experience in financial reporting, corporate governance and regulatory compliance. Mr. Mohan is currently CFO of Highbury Projects Inc., Premier Diversified Holdings Inc. and Twyford Ventures Inc., all listed on the TSX Venture Exchange.

He is also a Director of Premier Diversified Holdings Inc., a TSX Venture Exchange listed company, American Pacific Mining Corp. and HealthSpace Data Systems Ltd., both listed on the CSE.



Guy Lombardo
Director

Dr. Guy Lombardo is both an investor and one of the founders of VSBLTY, L.P. Previously, Dr. Lombardo founded Comau Productivity Systems, an American subsidiary of Fiat. The company designed, built and installed factory automation equipment in the automotive sector. Once the company established itself as a supplier, it accepted General Motors as a minority owner.

Dr. Lombardo has also served as a Group Vice President of the Bendix Corporation and for a decade as a senior consultant with the worldwide consulting firm, Arthur D. Little, Inc. Dr. Lombardo trained as a physicist first at Brown University and then at Cornell University, from which he received his PhD.

As a visiting professor, he taught MBA students at Boston University and in Tehran, Iran. He has published results of original research in journals of business and physics

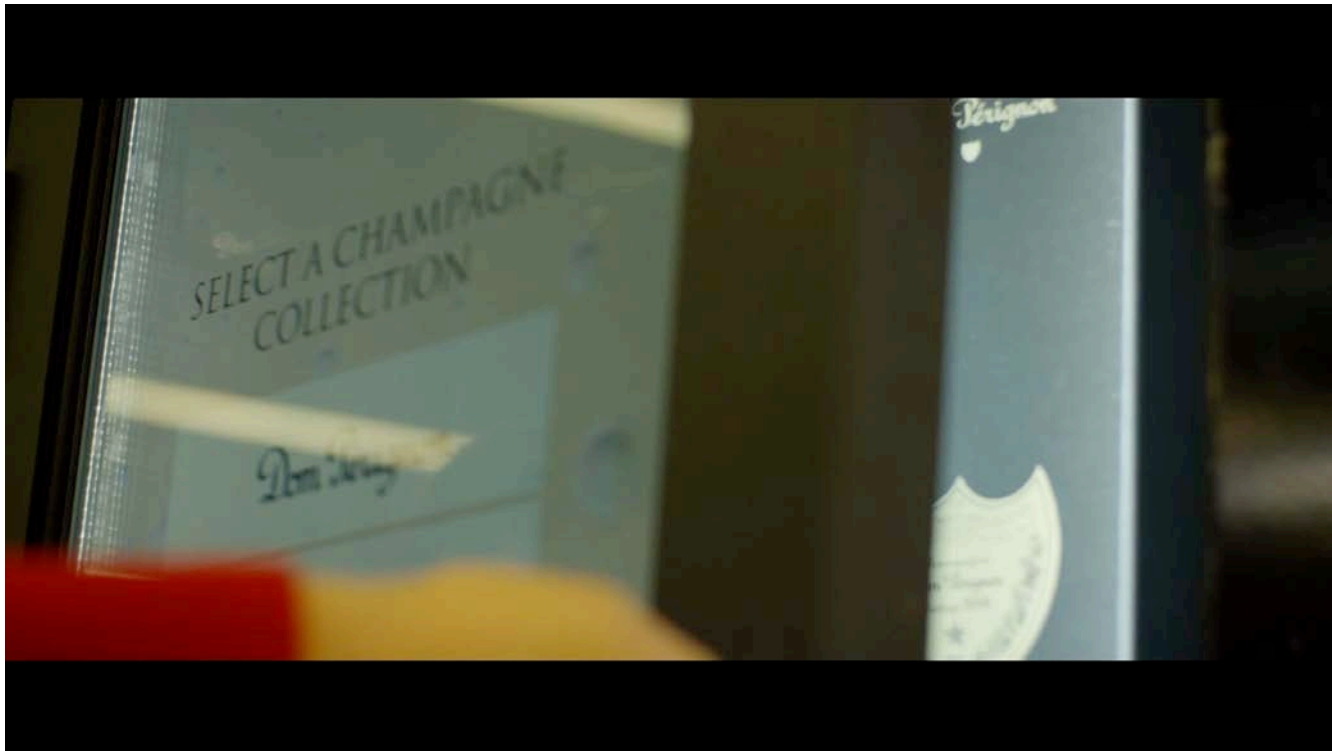
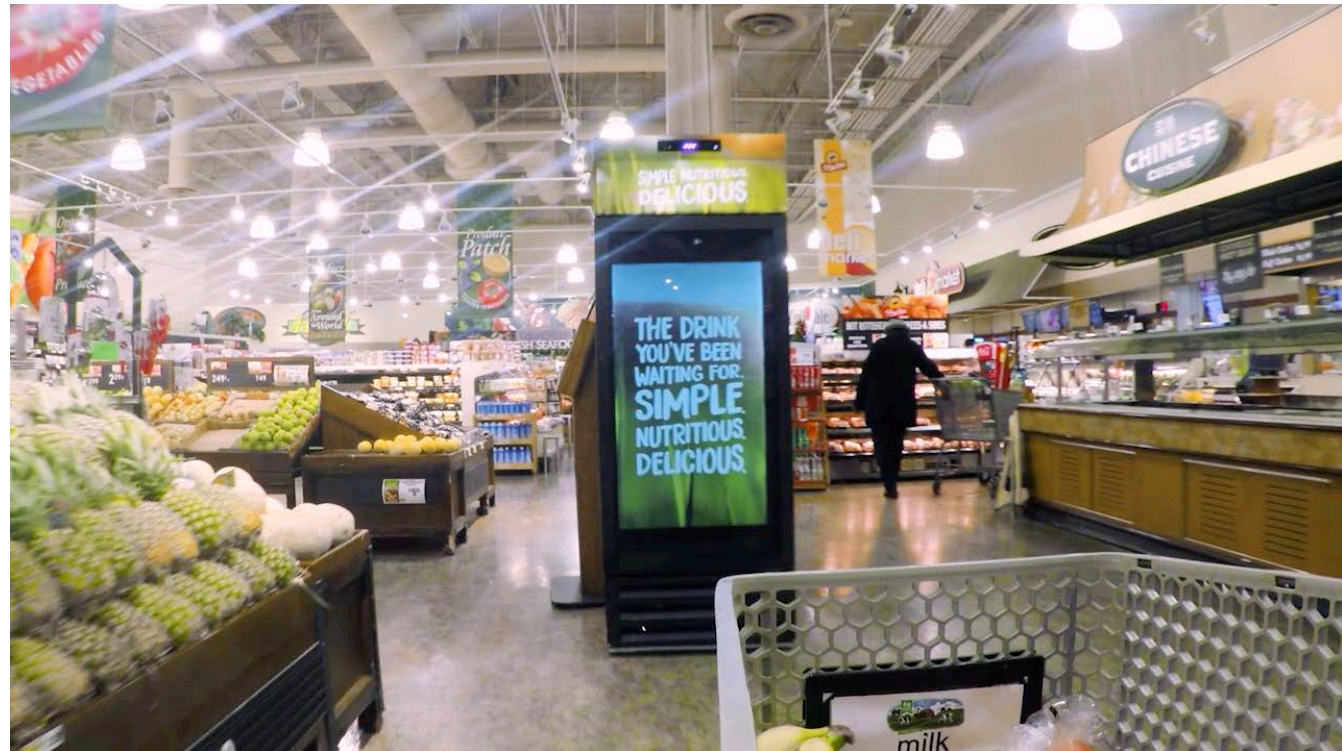
Laurette Pitts
CFO / Corporate Secretary & Chief Compliance Officer

Laurette Pitts is a seasoned executive who has held senior finance and operations positions in both public and private gaming companies, including her role as the Senior Vice President of Finance for Boardwalk 1000 (DBA Hard Rock Casino Atlantic City) from December 2017 to November 2018 and Chief Operating Officer and Chief Financial Officer of Empire Resorts (Parent to Monticello Casino & Raceway as well as Resorts World Catskills) from December 2010 to December 2017.

Having had a 26-year career in gaming, Ms. Pitts understands working in a highly regulated industry and has been licensed in several gaming jurisdictions. She was responsible for implementing internal controls, processes and procedures at Mohegan Sun at Pocono Downs, the first casino in Pennsylvania.

Products

VSBLTY is transforming the digital media landscape using a combination of Interactive Touch, FacialAnalytics™ and Advanced Object Recognition with groundbreaking applications in retail and security. VSBLTY turns ordinary digital display into “Proactive Digital Displays” **placing VSBLTY at the intersection of marketing and security.**



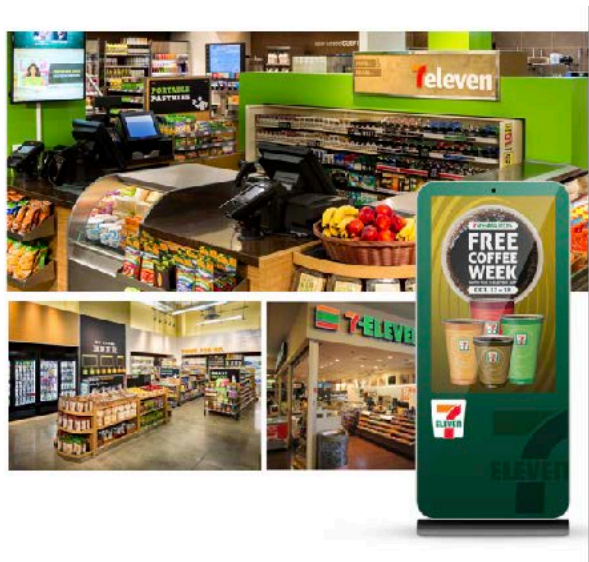
Interactive Cooler™

Display screens that are powered by VSBLTY VisionCaptr™ using only small optics and intel NUC to deliver real time audience measurement analytics including dwell time.



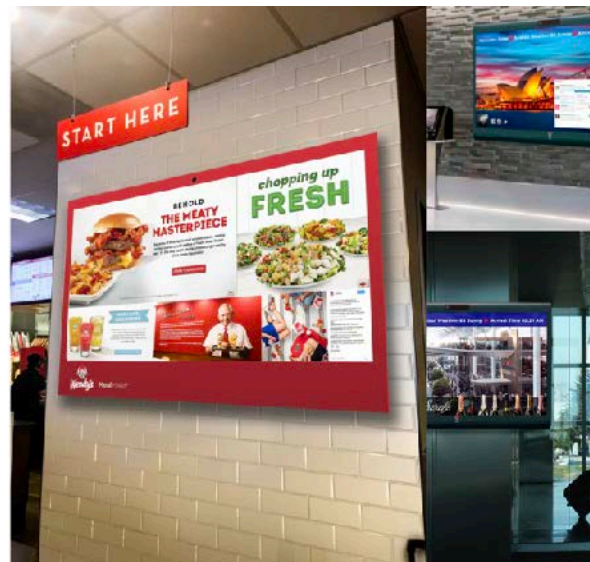
Indoor Kiosk™

Showcase installation. Digital touch, interstitial advertising messages, FacialAnalytics™.



The Wall™

Display screens that are powered by VSBLTY VisionCaptr™ using only small optics and intel NUC to deliver real time audience measurement analytics including dwell time.



Animated Headers and Shelf Strips™

Animated headers with FacialAnalytics™ and animated shelf strips with real time data.



The Inline™

Interactive Touch Screen with Transparent glass. Vision Captr™ capable.



Shelf Screens™

Display screens that are powered by VSBLTY VisionCaptr™ using only small optics and intel NUC to deliver real time audience measurement analytics including dwell time.



High Brite Overhead Displays™

Over cooler screens that are powered by VSBLTY DataCaptr™



Vertical Shelf & Mini Touch

Display screens that are powered by VSBLTY DataCaptr™ using only small optics and intel NUC to deliver real time audience measurement analytics.



