



V S B L T Y

The World Leader in Proactive Digital Display™  
And at The Intersection of Marketing and Security

**Q2.20** Corporate Presentation

CSE:VSBY

OTC:VSBGF



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# VSBLTY is the Innovation Inside Proactive Digital Display™





# WHY VSBLTY?

VSBLTY is a disruptive computer vision software company that uses artificial intelligence and machine learning to transform retail and security solutions.

The Digital Display & Security Markets are Projected to Reach

**\$219B IN JUST 4 YEARS**

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**Q2.20** Corporate Presentation



Proven Business Acumen From Technology Through Sales and Marketing

# Leadership Team



**Jay Hutton**  
CEO President & Director

- Jay is a co-founder and 25 year veteran software executive
- Jay began his career at Gandalf Technologies, and later served as VP of Ascend
- Communications during their rapid growth, public offering and ultimate \$24B sale to Lucent Technologies in 1999
- 10 years as a CEO in private equity that led from start-up to expansion worldwide
- Introduced the electronic payment options to New York City's 13,000 taxicabs



**Tim Huckaby**  
Chief Technology Officer

- Tim is co-founder and a 25-year veteran of Microsoft engineering
- Tim's technology drives John King's "Magic Wall" on election night for CNN
- "Pioneer of the Smart Client Revolution"
- Highly notable keynote presentations for Microsoft and many other technology conferences around the world



**Jan Talamo**  
Chief Creative Officer

- Jan is VSBLTY's Chief Creative Officer and Head of Brand Strategies
- 30+ years marketing veteran
- Jan has worked on behalf of major CPG brands including Coke, Sargento, Tyson Foods, Margaritaville, and Moet Hennessy
- Foremost authority in the gaming industry working for over 100 casinos including Las Vegas Sands, Caesars, Foxwoods, Mohegan Sun, and Tropicana to name a few.



**Fred Potok**  
Chief Revenue Officer

- Fred co-founder and also co-founded FloorGraphics
- Responsible for inventing and conceiving the "floor decal" as an advertising vehicle
- Fred grew FloorGraphics from \$1M in 1997 to \$70M in 2001.
- FGI ranked #11 in Forbes Magazine as the fastest growing privately held company in 2003 and #39 on the Inc. 500 list of entrepreneurial firms.



**Linda Rosanio**  
COO President & Director

- Linda is a co-founder 30+ year advertising, marketing, and operations executive
- Media Expert in channel management
- In 1985, Linda started to grow her company to 230 people with \$100M in sales
- Co-founded FloorGraphics



**Matt Pruitt**  
Chief Experience Officer

- Matt is a globally recognized biometrics expert
- Matt's role combined cutting-edge research, technology and biometrics to build personalized, interactive experience
- Served as Chair of the Advances in Biometric Technology Working Group of International Biometrics+Identity Association (IBIA)
- Earned a Master of Computer Science and Engineering degree, specializing in Biometrics, at the University of Notre Dame

## ADVISORY BOARD



**Jeffery S. Muller**  
President & CEO MGI

- Muller Group International operates in 25 nations worldwide
- 30 years of military leadership (Navy), federal law enforcement operations (FBI) & national security | Counterterrorism/weapons of mass destruction program development & implementation (White House)
- FBI managed Bureau's National Security Branch, Weapons of Mass Destruction (WMD) | Directorate of technology programs to secure the 18 sectors of U.S. Critical Infrastructure
- Led the INTERPOL WMD program serving the 190-member countries | Executive Director of the Geneva-based NGO, The CBRNE Global Alliance



**Jim Diorio**  
President & CEO J3 Global

- Managed several cases in collaboration with the National Center for Missing and Exploited Children
- Experienced in all levels of event security, risk assessments, complex litigation support, head-on crisis management/mitigation training and "Golden Hour/Catalytic event consulting"
- Service Academy-educated and combat-tested, he is considered to be a visionary leader with exceptional interpersonal skills



The Most Disruptive Technology for Retail and Security

# How Does VSBLTY Transform Public Spaces?

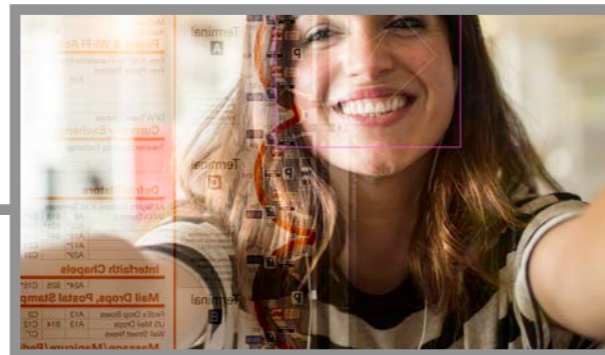
VSBLTY is the only global enterprise solution that integrates interactive touch, FacialAnalytics™, and advanced object recognition with high impact digital displays to solve the problems of the burgeoning retail and security innovation technology markets.

VSBLTY monetizes services primarily through SaaS fees (software as a service) and have evolved their service offering to provide support as a full service SME.

VSBLTY has reinvented the customer experience by disrupting the path to purchase and is helping to bring digital innovation to retail and other public spaces.



Digital Displays



Interactive Touch



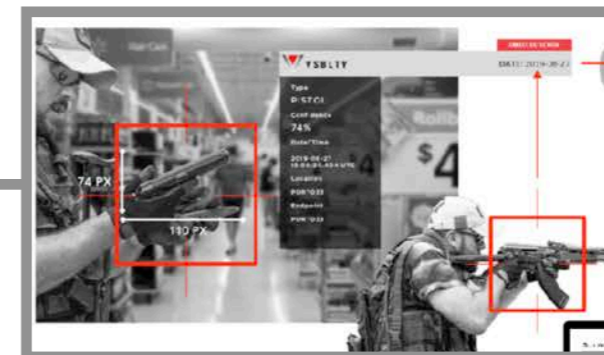
Algorithmic Software



Digital Camera Integration



FacialAnalytics™



Advanced Object Recognition



The Most Disruptive Technology for Retail and Security

# The Market: Retail & Security

Market Size

**RETAIL \$32B**

Retail Digital Display Market Projected Growth: 7.28% CAGR through to 2023<sup>1</sup>

## PROBLEM

Traditional POS (Point of Sales) and OOH (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 integrate signage, security & analytics – digital signage that pulls you in, moves you around the store or venue, and increases ROI for brands and retailers.

Market Size

**SECURITY \$187B**

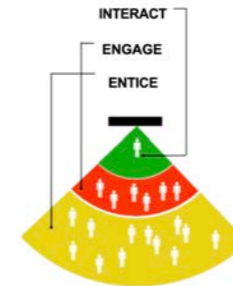
Global Security Market Projected Growth: 10% CAGR through to 2023<sup>2</sup>

## PROBLEM

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

## SOLUTION

VSBLTY digital signage, cameras, and proprietary software provide a security application for schools, casinos, retailers, venues, and other public spaces. VSBLTY's facial recognition software and alert system assist security teams and help raise the level of public safety.



Campaign Period 12/5-12/31

TOTAL BRAND ENTICEMENT	TOTAL BRAND ENGAGEMENT	TOTAL BRAND IMPRESSIONS	TOTAL BRAND INTERACTIONS	INTERACTIONS TO ENGAGEMENT	AVERAGE DWELL TIME		
159,291	957,183	1,116,474	56,544	6%	:32		
Gender		Age Range					
Male	Female	<20	21-30	31-40	41-50	51-60	61>
48%	52%	1,184	17,742	119,233	121,177	12,918	605
		0.04%	6.5%	43.7%	44.4%	4.7%	0.02%





The Most Disruptive Technology

# The Market: Retail & Security

Market Size

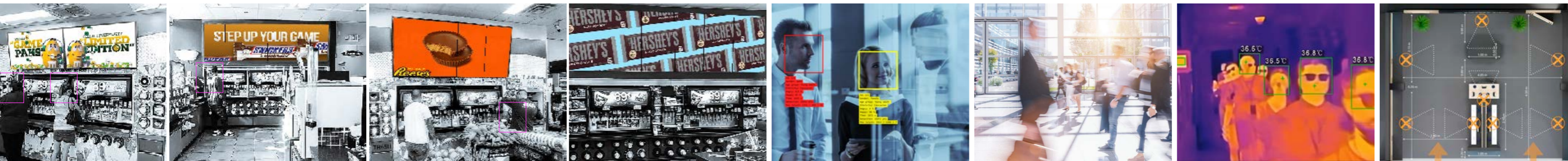
**RETAIL \$32B**

Retail Digital Display Market Projected Growth: 7.28% CAGR through to 2023<sup>1</sup>

Market Size

**SECURITY \$187B**

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## STRATEGIC INNOVATION PARTNERS

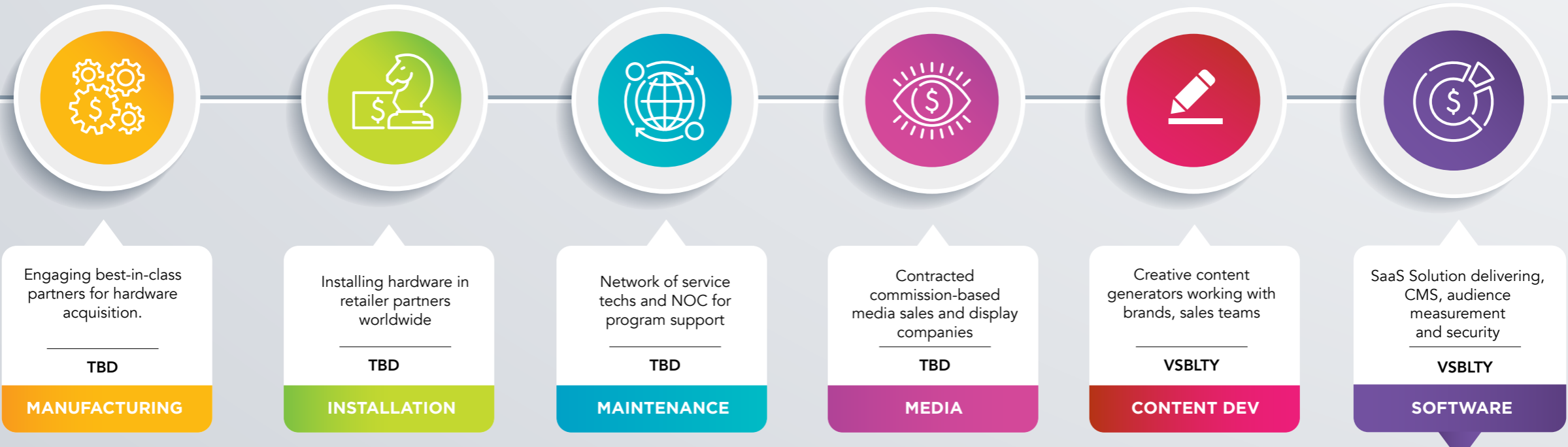






The Most Disruptive Technology

# Scale Potential: Turnkey Execution Worldwide



## STRATEGIC INNOVATION PARTNERS



**Store Analysis (2)**

**Demographic Learnings by Location**

Store	Business Segment	Business Specialty
1001	Food	Food
1002	Aluminum	Aluminum
1003	Aluminum	Aluminum
1004	Early Learning	Aluminum
1005	Food	Aluminum
1006	Early Learning	Aluminum
1007	Aluminum	Aluminum
1008	Aluminum	Aluminum
1009	Aluminum	Aluminum
1010	Aluminum	Aluminum
1011	Aluminum	Aluminum
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1050	Aluminum	Aluminum

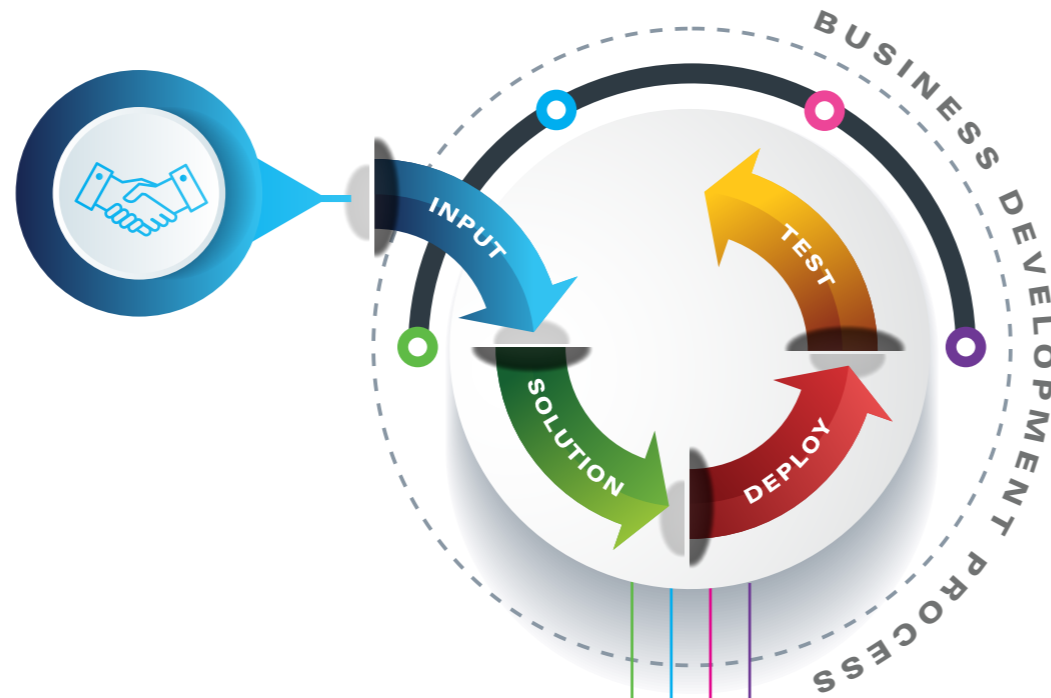
**Visitation Patterns by Location**

Office: 41% of traffic for 1702 was on... 40% of traffic for 1702 was on... 28% of traffic for 1702 was on...



# DEVELOP. **DEPLOY.** MEASURE.

Marketing drives leads and meetings with client innovation teams and manages strategic channel partners for integration



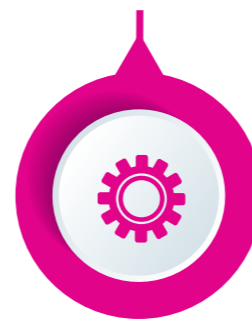
## DESIGN

Agree upon terms and duration of Proof of Concept



## SET KPI'S

Set metrics for measurement



## PROOF OF CONCEPT

Deploy, Measure and Test



## APPROVED

Roll Out The Solution

STRATEGIC INNOVATION PARTNERS





# Three World Class Products. **One Integrated Suite.**

**VSBLTY VisionCaptor™**

**VSBLTY DataCaptor™**

**VSBLTY Vector™**

	PER UNIT PRICING		
UNITS :	100-249	250-499	500 PLUS

List Price:  
Monthly SaaS Fees Per Unit

Content Management System	\$28	\$25	\$23
Audience Measurement	\$45	\$40	\$38
Facial Recognition and Object Recognition	\$100	\$90	\$80

GROCERY	GENERAL RETAIL	SPIRITS	PARTNERS	SHOWROOMS	STADIUMS & VENUES

Note: Due to non-disclosure agreements with clients and prospects around key deployments and pipeline opportunities, more detail is available upon request.



VSBLTY SaaS Solutions Operate Without Cloud Dependency

## OpenVino: Intel Edge Solutions

VSBLTY is a pioneer on Intel's Edge architecture, OpenVINO™. The Intel® Network Builders Edge Ecosystem is a new initiative gathering ecosystem partners with a focus on accelerating network edge solutions. Spanning across multiple verticals, the Intel Network Builders Edge Ecosystem highlights the industry leaders driving the development, deployment, and adoption of edge-centric technologies.



Developing on OpenVino Enables VSBLTY to Improve:



### Gross Margins

Significant reduction in operational and data management expenses, which drastically improves gross margins



### Performance and Speed

Performance and speed of the network increases radically by decreasing the number of hosts between the data's source and destination



### Precision and Accuracy

Edge computing provides a significant decrease in latency due to the locality of the data's source and therefore increasing precision

OpenVINO™



# Revenue **By Channel** (2020)

## Sensormatic

by Johnson Controls

Multi-Billion Dollar division of Johnson Controls

**\$2M – \$4M in SaaS \***

## WestRock

\$8.5 Billion Retail Display and Packaging Company

**\$1.5M-\$2M SaaS \***

## Seneca

30B in FY2018 Revenue Diversified Electronics Distributor

**\$1M - \$2m in SaaS \***

## NEWS AMERICA MARKETING

In Store Media Network Division of News Corp.

**\$1M – \$2M in SaaS \***

## UST Global<sup>®</sup>

Global IT Integrator

**\$1M in SaaS \***

## energetika<sup>®</sup> energy intelligence



Integrated lighting, energy and security solutions company

**\$2M in SaaS \***

\* Revenue By Channel are representative and does not represent a projection or guidance in any form. \*

Please see disclaimer on page 3 of this presentation, and in particular, the paragraphs on “forward looking information” and “financial outlook”



VSBLTY Partners with PhotonX to Develop Thermal Imaging for Building Access and COVID-19 Temperature Detection

# COVID-19 Market Response

VSBLTY helps speed the opening of economies worldwide

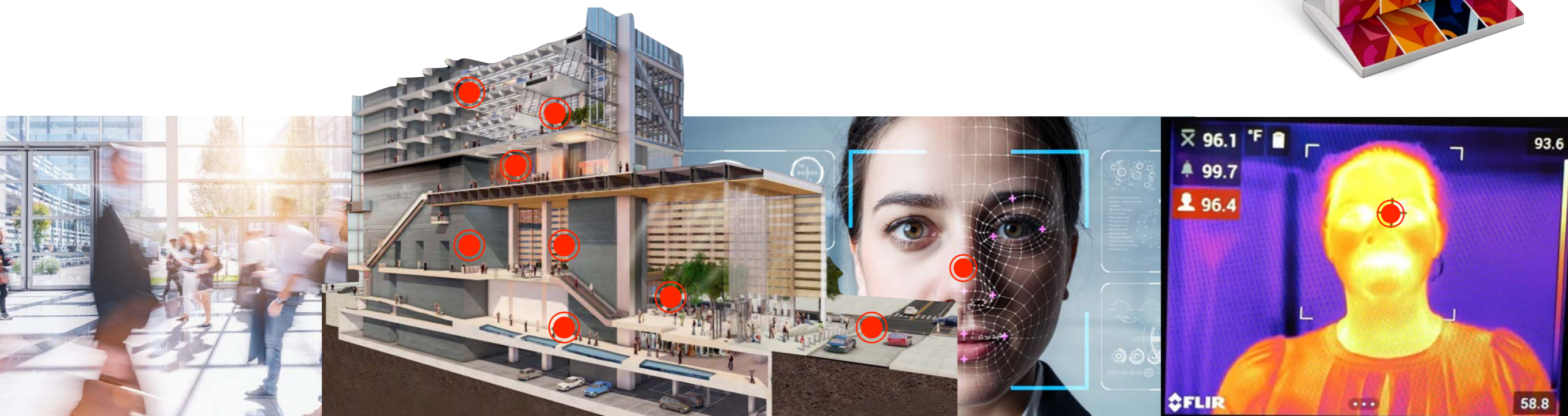
Everyone wants to get back to work, and VSBLTY is helping to lead the way.

In partnership with Photon-X, VSBLTY is developing advanced thermal camera technology that will **screen persons who may be infected with COVID-19** before they enter buildings.

When installed **outside retailers, restaurants, sports/entertainment venues and other public places**, multi-sensor cameras augment VSBLTY facial recognition with an overall wellness perimeter to:

Measure an individual's core temperature from a **distance of up to 26 feet** (standard infrared cameras only glean surface temperature, insufficient to assess bio readings more precisely).

- Measure heartbeat and oxygen saturation levels to decrease the likelihood of false positives
- Enhance safety and help prevent the spread of coronavirus using comprehensive detection





# Investment **Highlights**

**A World Leader:** Development and application of Machine Learning and Artificial Intelligence which is the foundation for future technological advancements in digital out of home media.

**Weapon Recognition:** VSBLTY technology significantly improves security operations through its ability to identify weapons and capture frontal views of Persons Of Interest that overhead cameras cannot.

**Transforming the Retail Industry:** VSBLTY technology is in demand in grocery and retail and other public venues, to improve the guest experience and identify VIP's and encourage engagement. Proactive Digital Display™ is a necessity for the future of meaningful customer analytics and customer experiences.

**Highly Notable Management:** Globally recognized management team with deep experience as executives and operators in public and private software technology and shopper marketing related companies.

**2020 Objective:** Surpass the **\$10M-\$15M** revenue target.

**Inflection Point:** Record bookings in Q1:2020

**Scalability:** Highly scalable with addressable market to balloon to **\$219B by 2023**.

**International Partnerships:** Strong worldwide channel partners with established distribution.

**Solution Oriented:** Only Software Company that Has Both **EDGE** and **Cloud Solutions**.

**COVID-19 Response :** Unprecedented High Velocity Growth Overnight.





# Capital Structure

	SHARES
<b>Basic Shares Outstanding</b>	<b>81,114,357</b>
Warrants	2,587,481
Options	6,305,481
Performance Shares	2,000,000
<b>FULLY DILUTED</b>	<b>92,006,843</b>
Convertible Debentures	<b>\$5,368,598</b>

1/ 2,000,000 Common Shares issuable to certain officers and senior management of the Company, subject to the achievement of the following performance milestones: (i) 1,000,000 Common Shares upon the Company achieving \$4,000,000 in revenue in 2020; and (ii) 1,000,000 Common Shares upon the Company's release of the OPENVINO software to the general public. Note that this milestone has been met 2/ 2 year convertible debentures. If converted in year 1, \$745,000 convert at \$0.45 resulting in 1,656,667 shares; \$2,992,717 convert at \$0.35 resulting in 8,550,620 shares; \$1,630,380 convert at \$0.30 resulting in 5,434,600. If converted in year 2, \$5,368,598 convert at \$0.60 resulting in 8,947,663 shares





**VSBLTY**

C O R P O R A T E   C O N T A C T

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