



Universal Robotics, Inc.

David Peters - Founder & CEO

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Mission

- Universal Robotics is a software company
- Flagship product is Neocortex - *Software with an IQ*
- It is a new form of AI that learns from experience
- Neocortex expands automation into dynamic environments
- Application targets include jobs that are difficult and dangerous
- Universal Robotics is.....

...AUTOMATING INTELLIGENCE™



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Benefits of Flexible Automation

Improves safety and efficiency across numerous industries including materials handling, warehousing, mining, hazardous waste handling and industrial vehicle automation





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Neocortex - *Software with an IQ*

- **Self-Learning**
 - New form of Artificial Intelligence allows machines to think and learn for themselves. As it learns, it becomes “smarter”, continuously improving its skill
- **Eliminates common failure in AI**
 - the inability to preprogram all possible variables into the system
- **Hardware Independent**
 - doesn't require a specific hardware platform
 - will radically expand the use of automation into a wide variety of new hardware applications



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Materials Handling Market

- Strong market pull for increased use of automation
 - Poor employee retention, repetitive stress & back injuries, bottlenecks
- Applications for Neocortex
 - Mixed size box handing, bin picking, Automated Forklifts, Mining
- Customers
 - Big Box Retailers, Shippers, Mining Cos.
- Market Size
 - \$2.95 Billion



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Neocortex Skill - Box Mover

- Adapts to Task
 - When engaged with box
 - Type of box
 - Strategies to move (6 possible x 2)
- Appropriate suite of sensors (>50)



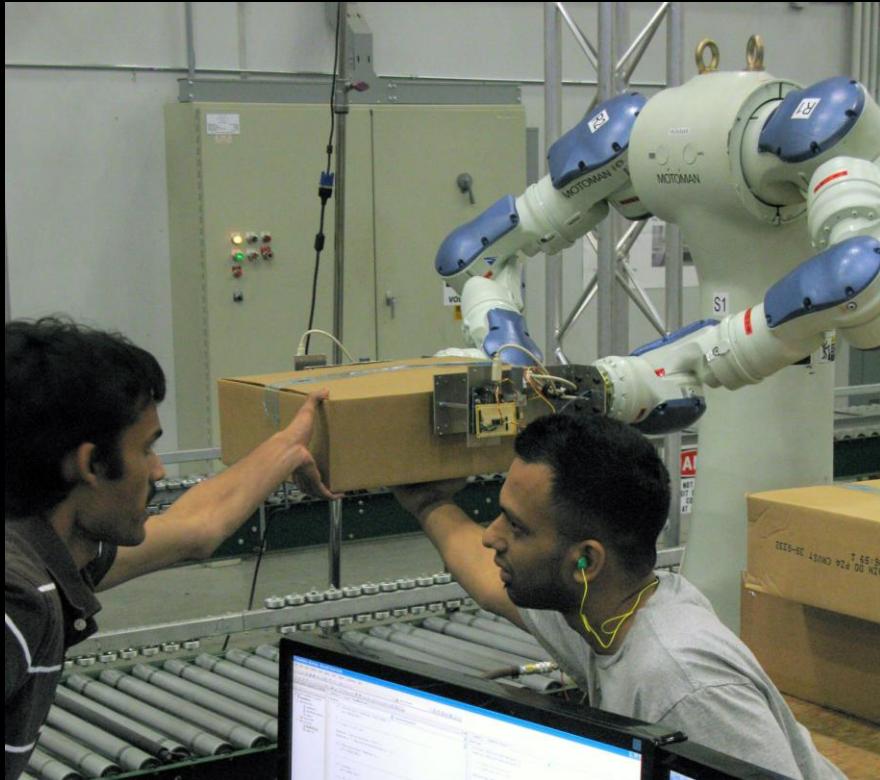
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Benefits Metrics

- **IMPROVED EFFICIENCY** 33% or greater
- **COST REDUCTION** \$25,000 saving annually per seat
- **RAPID ROI** 18 to 24 months
- **IMPROVED INVENTORY CONTROL** Interfaces directly to WMS
- **USES OFF-THE-SHELF HARDWARE** Operates on standard computers
- **WORKS ON RETROFITTED GEAR** Runs on existing machines
- **OPERATES IN EXISTING FACILITIES** Plant changes not necessary

Market - Strategic Positioning



- Superior value
- Multiple ways to win
- Sell through Hardware Channel Partners
- Engineering Experts
- First mover advantage
- Highly scalable
- Recurrent Revenue
- 18-24 month ROI



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Universal Robotics Timeline

- 2001 NASA research begins, Holding Company Established
- 2004 US Patent Issued for Robot Intelligence
- 2008 Commenced Operations at Smith Springs
- APR 2009 Historic First: Reactive control of an industrial robot
- AUG 2009 US Patent filed for Spatial Vision
- OCT 2009 Off-site Alpha testing begins at major retailer
- JUL 2010 Spatial Vision Released
- AUG 2010 Revenue Stage: contract with General Motors





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Summary

- Neocortex is Automating Intelligence
- Learns From Experience
- Provides Flexible Automation
- Hardware Independent
- Value proposition metrics similar to other Automation Solutions
- First mover advantage
- Highly scalable solution



Exhibition Hall: Booth 88/90
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