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Comprehensive Coverage of Financial Markets



**Leading the Reading Revolution** ▶

**Ticker Symbol:**

**OTCBB: VBTC**

**VuBotics™ (OTCBB: VBTC)** has a software application, VuIT™ (pronounced “view it”), that changes the way content and text is delivered to the user on an electronic display. VuIT lets you read faster and comprehend more of what you read. With a full set of products developed and ready for the market, VuBotics is now focused on positioning and branding in the global markets. Like the “Intel Inside” approach VuBotics is working with channel partners, organizations that believe their own clients and customers will benefit from VuIT, to generate users and drive market adoption. A family of brands already exists and is registered in each market. VuBotics hopes readers will no longer read a digital article on their PC, Mobile Phone or portable device; they will VuIT.

**The VuIT™ Product**

Words that are easily recognized are delivered to the reader much faster than words that are less easily recognized. Anyone who has kids in school will know that children are taught to read by memorizing the most common “sight words” that are used over and over again in most sentences.

A person with a college education typically reads at 250 words per minute (WPM). Reading online decreases that rate by as much as 25%. Online reading also creates eye strain and constant scrolling. VuIT improves your reading experience by delivering sequential words in a rhythm to a single focus point.

VuBotics refers to this as Zero Eye Movement, or ZEM™. One of the branding strategies is aptly titled “The Art of ZEM™” and the basic premise is that Zero Eye Movement makes reading easier for everyone. By eliminating the process of horizontally and vertically moving through a document, your brain can focus on decoding the content. Your attention span increases as your eye fatigue decreases allowing for a more pleasurable reading experience. If you want to see it , check

out <http://www.vubotics.com/Demo.html>.

At the present time, competition for VuBotics is sparse. Imagine reading 2, 3, or even 5 times faster than you do today with equal comprehension. VuIT technology is the solution that lies directly in the product development path of all major content providers.

**Internet Advertising= Big Money**

If VuBotics has their way, VuIT could make the days of online advertisers operating in the blind about content usage a thing of the past. Say goodbye to waiting weeks to quantify the effectiveness of an ad. VuBotics is focusing on providing advertisers with real-time statistics so they can make better use of their advertising dollars. Until now, advertisers have had to leave online advertising results to chance and had to depend on click-through results to gauge the effectiveness of an advertisement. But what if the ad has already been up for too long, wasting precious advertising dollars? What if an online ad for a stock market newsletter appears on the same page as an article about bankruptcy protection? Is the advertiser getting the best results for their money?

VuIT offers a solution to the problems plaguing online advertisers. The technology available from VuBotics offers online advertisers the ability to extract meaningful data via its VuIT reader. In fact, merchants can view real-time user instance data about consumer progress through content and have the ability to place spot advertisements in relevant content. The primary reason Google has been able to capture one-third of all online advertising revenue is their ability to place relevant ads with online search results. VuIT takes this one step further, providing advertisers an opportunity to see real time results of the effectiveness of an ad so that ineffective ads can be replaced! With VuIT, an advertiser can not only see real time results, but they can also access data that shows how much of a specific article an individual

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Current Price: \$0.50

Shares Outstanding: 50 million

Market Cap: \$22.5 million

52 Week Trading Range:

52-Week Low: \$0.01

52-Week High: \$0.95

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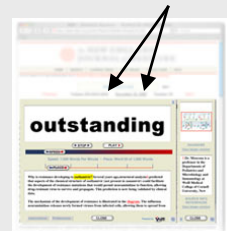
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**VuIT™ technology is the solution that lies directly in the product development path of all major content providers.**



**New Real Estate for Advertising**

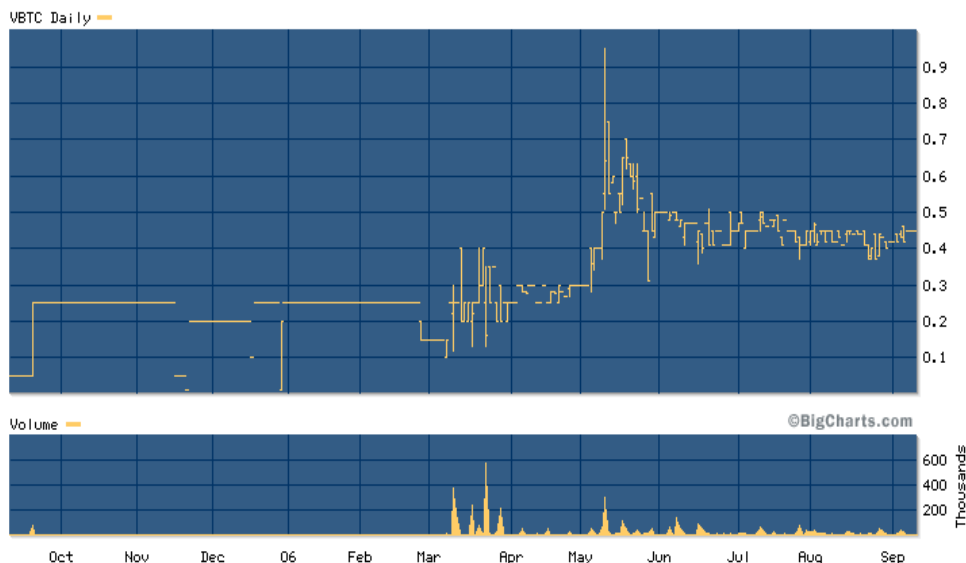


read. Wouldn't it be nice if an advertiser with an ad in the bottom two-thirds of a page knew that most readers were only reading the first three sentences? With VuIT, the advertiser could change the placement of the ad to the upper one-third of the page and maximize their advertising dollars.

What typically takes a rating agency two weeks and two million surveys later, VuIT can deliver in real-time. This allows an advertiser the option of intraday modification of ad placement. This has never been available to Advertisers before VuIT. This assures the optimum result of advertising. For this, media content providers can sell advertising space at a premium, and therefore increasing their revenue models.

By now, you're probably thinking "that sounds great, but how much can they make?" Let's take a look at the potential for this market. U.S. spending on Web analytics software and services is expected to climb to \$931 billion in 2009 from \$565 million this year, according to Jupiter Research, a market-research firm in New York. As a result, many merchants are turning to analytical tools to help them spend their marketing dollars more effectively. In our opinion, the value of this technology could be worth far more than the overall market capitalization of VuBotics, making the company an attractive acquisition candidate.

If you think a technology company can't make its shareholders multi-millionaires until it reaches its full revenue potential, think again. Skype shareholders made \$2.6 Billion even though Skype generated only \$7 Million in sales for all of fiscal year 2004. And Skype is not alone. Large technology companies have recently gone on a shopping spree. SSA Global Technologies purchased CRM software makers Epiphany in a \$329 million deal last August. Symantec acquired the anti-spam software provider Brightmail for \$370 million. Even companies that have long been overshadowed by their larger competitors are now being bought out at sky-high valuations. For example, Interactive-Corp recently bought Ask Jeeves, a much smaller search engine than Google and Yahoo, for a whopping \$1.85 billion price-tag! Once again, in our opinion, VuBotics could be acquired by a major player and folded in to its business model. After all, we have always heard everything has a price and public companies are no different. If an offer is high enough, you can bet VuBotics management and shareholders will be more than willing to take it.



### Business Plan and Delivery

VuBotics plans to enter into agreements with major, global, online content providers to license VuIT for their websites. Commercial launches are scheduled to begin this year. The VuIT technology, based on cadenced delivery and understanding of users' lexicons, has universal applicability and can be reformulated for many other languages for international deployment and expansion. With the global digital revolution, consumers around the world are increasingly accessing information in electronic and online mediums rather than in print format. The growth of electronic formats increases the need for a product such as VuIT to improve the reading experience, especially on small screens. VuBotics' initial product, VuIT BlackBerry has been well accepted in beta tests. The company intends to introduce additional VuIT applications by rolling out new products based on the maturity of the VuIT platform, the technical capabilities of the display devices, and users' commitment to the device. As the technical capabilities of VuIT are increased and optimized, the product would be introduced laterally into the space occupied by devices capable of fully utilizing the more advanced application.

VuIT technology is easily applicable to other languages as well as English. In fact, the delivery of content is potentially even more effective in Asian languages that are based on pictograms rather than phonetic western languages. VuBotics is currently in the process of developing Spanish, French, German, and Japanese language versions of

VuIT. Other languages may follow in the future. This multi-lingual development would assist the company in expanding its product usage beyond the U.S. and English-speaking communities to much of the world.

Unless you were living under a rock, you are probably familiar with the intellectual property lawsuit between NPL and RIM. VuBotics places a tremendous amount of value on well constructed intellectual property, or intellectual assets platforms, and treat them as another asset class. The company focus here is not just on its utility patents that protect processes. VuBotics has built out an extensive portfolio to protect every stage of use for any media and through any medium. A licensing strategy has been designed for each channel partner that maximizes the proliferation of VuBotics products throughout the organization while maximizing long-term royalty earnings. The data collection process VuBotics has allows it to self-audit these annuity streams while providing critical user instance information.

### Summary

Considering the rich premiums that are being paid for technology companies, VuBotics has a great deal of potential at these levels. Trading at less than half of the 52-week high, there is ample opportunity for investors to realize capital gains. Very few shares have traded at lower levels and recent institutional financing came from long-term players.

If you still aren't convinced about the potential of the company, go to [www.VuBotics.com](http://www.VuBotics.com) and click on the Demo tab. If a picture is worth a thousand words, a demonstration of VuBotics technology should be priceless.