VSBLTY AI SOFTWARE RECEIVES OFFICIAL PATENT DOCUMENTATION

*PATENT COVERS THE COMPANY'S PROPRIETARY BIOMETRIC
AND PROXIMITY TECHNOLOGY*

Philadelphia, PA, September 6, 2023 (PR NEWSWIRE) -- VSBLTY Groupe Technologies Corp. (OTCQB: VSBGF) (CSE: VSBY) (Frankfurt 5VS) ("VSBLTY"), a leading AI software provider of security and retail analytics technology recently received its physical patent No.11,481,809 from the U.S. Patent and Trademark Office.

With the patent in hand the Company can license its technology to third parties creating additional passive income. The technology can be deployed for specific digital display advertising in real time to be delivered to retail consumers based on certain criteria. The technology using anonymous advanced facial detection, with age and gender analysis, can determine what advertisement is best suited for the consumer standing in front of the screen. A millennial male would receive a different advertisement than a senior aged women when they are in front of an in-store product display or at the checkout counter.The software also has the capability to change content based on the customer's proximity to the display. One set of content is designed to attract the customer's attention from thirty feet away. The content can then trigger new content at ten feet from the display to further engage the customer, and finally, once more, at the point the customer interacts with the content by touch or by scanning a QR code.

Implementing VSBLTY technology in a retail environment has proven to increase brand sales by 25%. A recent Forbes magazine article estimates the retail media market to be worth $160 billion by 2027.

The same software can be utilized for security purposes, tracking potential security threats posed by shoppers known to be past offenders. This advanced AI application can identify both weapons and persons of interest (such as known shoplifters).

VSBLTY Co-founder & CEO Jay Hutton said, "Both brands and retailers realize the benefits of in-store media, one of the fastest growing new advertising channels. VSBLTY's patented technology is perfectly suited for this application. The capability to precisely target potential customer's where they shop with digital marketing strategies creates additional revenue streams for both brands and retailers. Store as a Medium programs can now deliver the same targeted customer media impressions and consumer analytics as is used in online marketing."

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About VSBLTY (http://vsblty.net/)

Headquartered in Philadelphia, VSBLTY (OTCQB: VSBGF) (CSE: VSBY) (Frankfurt: 5VS) (OTC: VSBGF) ("VSBLTY") is the world leader in Artificial Intelligence and real time interpretation of what a CCTV and other cameras see. By utilizing facial recognition, age and gender, VSBLTY's proprietary technology can effectively enhance retail brand engagement and measurement through customized ads on in-store digital displays at point of purchase in real time. This technology has proven to increase brand sales by over 25%. The firm is also recognized for its leadership role in the growing "Store as a Medium" movement that enables brands to reach customers with paid media ads when and where buying decisions are being made while producing a new revenue stream for retailers.

Using its proprietary AI software, VSBLTY has also developed a range of security products that include not only facial recognition but weapon recognition utilizing modern surveillance cameras and legacy CCTV cameras. VSBLTY has the capability to create a proactive security system rather than a reactive security system, providing early warning of threats that can save lives.