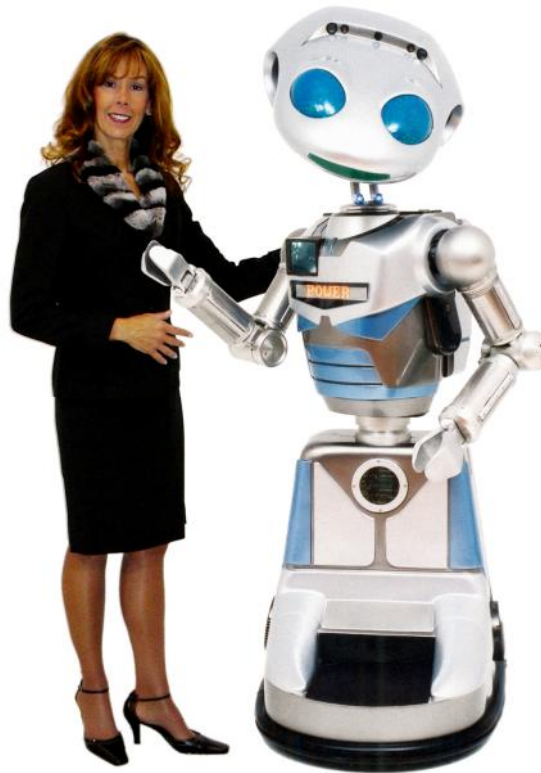




International Robotics, Inc. The pioneers of Techno - Marketing™

A CELEBRITY ROBOT PROFILE ROBOT "SICO MILLENNIA" (pronounced "SEE - ko")

Hosts your Keynote-Addresses, Opening Ceremonies, Press Conferences, Trade Exhibits, Promotional Tours, Print Ads and Commercials, Fashion Photography, Film, TV, Stage, Concerts...



Photograph by John H. Davis

As a product of **INTERNATIONAL ROBOTICS, INC.**, the new Millennia is an upgraded generation of the extremely popular series of Sico (see-co) robots, and is, in fact, the most sophisticated mobile Communication Robot in the world. In addition to being operated remotely for fully spontaneous live or scripted presentations, Millennia is also programmable for automated presentations. New programs are wirelessly uploaded to Millennia thanks to his on-board Wi-Fi connectivity. Millennia can also transport people of any size and weight!

WHAT IS AN IRI COMMUNICATION ROBOT ?

Communication Robots are the result of many decades of research and development by International Robotics, starting out with its Surrogate Robots as therapeutic tools for the Learning Disabled, and now leveraged by the leading businesses of the world as a means of more successfully capturing the attention and respect of today's more complex – and often more jaded – consumer, business and media groups.

Millennia is part of a new generation of Robotic Surrogates which empowers you and your business to bond very successfully with your target audiences, regardless of the age, social, ethnic or cultural group you wish to target. The unique psychology employed by these Robotic Goodwill Ambassadors is such that it will rapidly circumvent the many constraints of social protocol, touching the hearts of all who come in contact with this congenial, eloquent and highly entertaining Robot, while removing stress, fears, anxieties, suspicions and defense mechanisms.

Millennia is your perfect modern-day communications tool as it encompasses all that symbolizes science and technology today, acting as a perfect voice for the leading businesses of the world, while lending a gentle touch to an otherwise harsh and often stressful technological era!

Millennia's impressive list of credentials make your Robotic Goodwill Ambassador a strong attraction to the Media. These credentials include:

- The world's only robot with membership in the Screen Actor's Guild.
- The world's only robot with his own personalized American Express Platinum credit card and passport. If desired, Millennia's body is actually engineered to travel as a conventional passenger in an airplane's first or business class bulkhead seat. On such occasions, Sico Millennia would clear customs alongside other passengers, using his own passport and ID. Of course, Sico also travels freight and will not complain if asked to do so!!
- Millennia is six feet tall with beautiful, star-like "alien" blue eyes and an elegant organic body design. His body is especially well animated for a very life-like presentation and Millennia can be multi-lingual, speaking up to seven languages. This impressive new generation is just being released for leading businesses and entertainment groups. Be it for business events or in the entertainment and film industry, Millennia is simply the most advanced on/off-screen technology of this kind ever conceived. The robot has unprecedented engineering, and its on-board computers allow it to perform feats that exceed the previous capabilities of human engineering. More to the point, the robot is typically operated by only one or two entertainers, as opposed to the 6-12 animators or puppeteers commonly required for devices of this complexity. This makes Sico Millennia ideally suited to working reliably and economically alongside live actors, corporate executives and professional narrators in scripted presentations such as seminars, trade show exhibits, motion pictures, television shows and theater.
- Millennia's rare complexity and impressive appearance also makes him ideally suited to advertising and promotional campaigns, TV commercials, sponsored events, conferences, press interviews, talk shows, goodwill tours, educational programs, or acting as an official spokesperson or mascot for the 21st Century.

Even more exciting is the fact that Millennia is the world's first such mobile robotic technology that is so self-contained and versatile, that the robot can perform both public and live appearances. The single actor/operator controlling the robot is able to do so transparently – in full view of the audience without any visible equipment. This live remote control includes voice and animation, as well as instant access to "macros" (entire sets of shows preprogrammed inside the robot's computers that can be triggered on demand).

Millennia also has an extensive library of digitally altered voices so the robot may present itself as a male, female, child, alien, etc. An extensive and reprogrammable library of sound effects and

musical segments is also remotely accessible to the actor/operator any time during the performance.



Millennia's brother (see-co) hosting a corporate event for American Express

BACKGROUND: IRI is the pioneer of a science called "Technology-to-People Behavioral Psychology" (the study of the interrelationships between humans and machines) . The long term mission for this research work is to help develop unique protocols for the programmed behavior of future intelligent machines, so as to ensure their more successful cohabitation with humankind. As such, IRI is highly qualified to consult with your company regarding the development and implementation of unique marketing, PR, advertising and promotional strategies which leverage the timely socio-psychological appeal of our impressive technological icons .

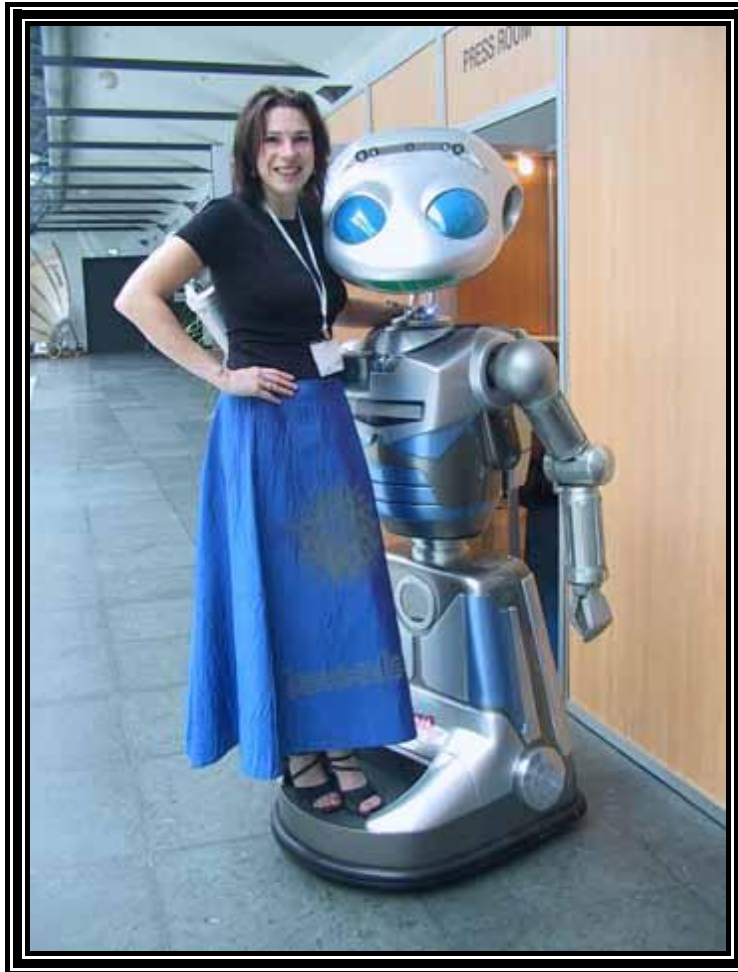
The new Millennia robot is computerized and programmable, as well as remote controlled. As impressive technological Goodwill Ambassadors , IRI Communication Robots have long been the favorites of the leading corporations and institutions of the world, including IBM, Ford, Pfizer, DuPont, GE, the International Olympic Committee, and even t he White House. IRI robots have appeared at major corporate events, delivered keynote addresses, hosted press conferences, opening ceremonies, corporate receptions, promotional tours, museums, retail centers, etc. The Robots have amazed countless audiences of all ages, and on every continent. IRI robots are controlled and operated by highly trained professional actors and comedians, many of whom are multilingual.



6' tall, Millennium has incredible programmable body motions, using a new intelligent motor technology for amazing precision and fluidity of movements. Millennium uses on-board computers to manage its internal functions. The remote operation allows for access to an incredible number of pre-programmed sets of body animations, as well as a host of electronically produced voice effects, musical segments, sound F/X, etc. The new suspended head mechanism is a masterpiece of engineering and affords Millennium many wonderful movements and expressions.



Millennia mobbed by attendees at the opening of a Conference in Mexico



Millennia with its patented passenger -carrying platform while hosting the recent TILE Conference in Berlin , Germany



Interacting with an executive at a Press Conference

CELEBRITY STATUS

Sico Millennia has a strong celebrity status that helps bring legitimacy to your business events.

Here is a partial list of our robots' achievements as stars of stage, TV and screen :

- NBC's "Days of Our Lives" cast member for over one year and recipient of Special Performance award.
- ABC's "WALT DISNEY EPCOT" special.
- NBC's "BENSON" series.
- MGM/Sylvester Stallone's "ROCKY IV."
- James Brown's world concert tour.
- Carnegie Hall's "90 Minutes for Life" (speech on technologies against AIDS).
- Dick Clark's "Inside America".
- Command performance before the entire White House staff.
- Miss Teen USA.
- Numerous talk shows, TV Specials, media interviews, etc.
- Punk'd MTV
- Family Guy FOX Television



*Scenes from the movie,
"Rocky IV"
with Sylvester Stallone
and Robot Sico*



Mascot for Int'l Olympic Committee



Reader's Digest Press Conference with Alan Alda



Millennia at Paramount Studios on the set of the new TV Series LOVE, Inc. with two of its stars; airing time March 06. Millennium has already been asked to return to Paramount Studios for the filming of a sequel episode, filmed before a live audience!

Millennia's personality is friendly, playful, eloquent, caring and humanitari an, and, with his ability to spontaneously adjust his speech, mannerisms and behavior to fit any age, social level or environment, Millennium can create a tremendous impact wherever he is used. His charming point of view for all subjects discussed will always leave his audiences and interlocutors with a fond memory of their encounter with Millennium.



Millennia delivering a captivating message at a trade -show for Alcoa Aluminum.



Millennia conducting an interview with CBS Television at a JP Morgan-Chase Trade Show exhibit

punk'd



Millennia in an episode of Ashton Kutcher's Punk'd MTV



The hidden cameras catch Hilary being Punk'd by the Robot and actors posing as Fans at an autograph signing event. The pranks played on Hilary Swank were hilarious. It all begins right here as an Actor posing as a Fan approaches Hilary and asks for her autograph, explaining that he is a fan of Science Fiction movies and that his Fan Club has constructed this Robot. The "Fan" then pleads with Hilary to let him video tape her for a few seconds standing next to his Robot!



After being persuaded by the "Fan" to operate the Robot with a special Remote Control for his short video taping; Hilary watches in horror, as we cause her to believe she accidentally pressed the wrong button, causing the Robot to back up out of control, hitting an innocent bystander (in reality a stuntman) who crashes in a display of expensive flat television screens, feigning to have broken his arm. Hilary is then accused of having caused this accident by the stuntman's sister (another actress/accomplice). Poor Hilary was horrified by the incident. The yelling, accusations and complaining went on for an eternity, with many onlookers watching this most embarrassing moment take place. Poor Hilary doesn't know what to do or say, until the "Fan" and the Robot eventually tell her she had been "Punk'd". At that point, Hilary, greatly relieved, burst out laughing, along with the rest of the onlookers...



Hilary has just been told she was "Punk'd" by the hidden cameras on MTV, and is totally relieved, leaning onto her body guard for a good laugh! Hilary then stares at the Robot, whose hidden camera is still running, and says "You guys really got me!!!"



Millennia reprising his role on the movie Rocky -4 in a cameo appearance on the TV Show "Family Guy"



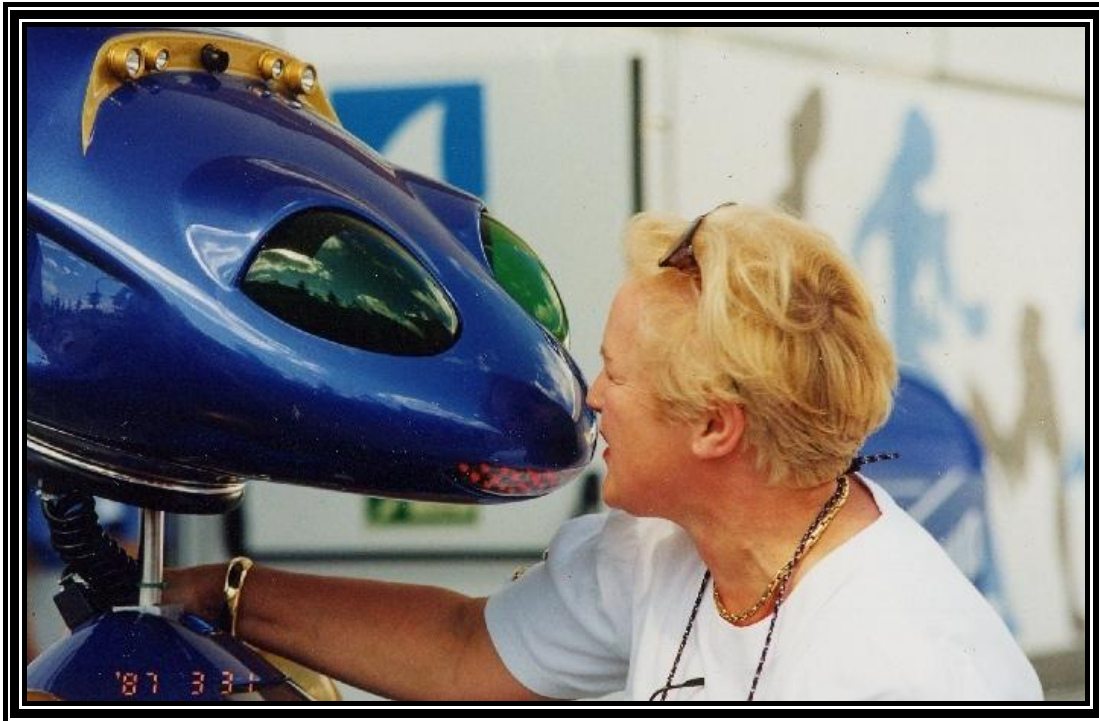
Millennia often works with other celebrities, dignitaries, VIPs, etc. Here, Millennia is performing alongside the Geico Insurance Caveman often seen in their TV Commercials.

HOW DOES MILLENNIA WORK?

Millennia's *modus operandi* is, in itself, a product of space age technology. Thanks to a miniaturized, microprocessor-controlled guidance system, concealed in the pocket of IRI's professional actor/comedians (a real human!), that actor may walk or sit freely among an audience even at close proximity to the robot and operate all of Millennia's functions in a spontaneous and magical fashion. Unbeknownst to even those people standing next to him or her, the actor whispers words in a ventriloquist's fashion, which are then transmitted to an on-board microprocessor inside the robot; this amplifies and synthesizes Millennia's voice for a most realistic delivery. This exclusive mode of operation, developed within IRI's research labs, allows the robot to be controlled with equal ease from just three (3) feet away to as much as several hundred feet.



Millennia delivering his unique blend of humor and product information at a Trade Show . If your goal is to ensure that Conference Attendees a) favor your exhibit, b) be adequately qualified, c) meet your sales personnel with a predisposition for congeniality and receptiveness, d) have an extended memory of their experience with your company, e) have an easier task for post-even follow ups by your sales personnel, then Millennia is the best Trade Show strategy for you, and the most economical one as well!



Millennia's adult proportions and psychological makeup are ideally suited to appealing to the most demanding adult audiences. There is no barrier here, and no end to Sico's appeal. Adults find themselves moved by Sico and wanting to express their affection and friendship. This gives Sico Millennia the privilege of delivering your message to a very captivated and receptive audience.



Our robots have appeared at the White House, and often supported press conferences for former NYC mayor, Rudolph Giuliani. Plan for your own photo opportunities and promotional/PR support by scheduling Millennia to meet celebrities, government officials, and appear on TV talk shows, etc.



Millennia assisting Mayor Phil Gordon of Phoenix, AZ to deliver his State Of The City Address. This was a staged and scripted presentation, followed by some live interaction with the attending dignitaries. Millennia also will typically perform goodwill visits to local Schools and Children's Hospitals on such occasions.



Governor Purdie of the State of Georgia, giving Millennium a “High -Five” greeting and welcoming him at a recent International Conference on Biotechnologies in Atlanta!



With Sales Team at Johnson & Johnson Vision Care



Delivering a speech alongside the CEO of Wells Fargo in Orlando, FL



Keynote address at the 2003 International Conference of Engineering in Monterey, Mexico.



**One of the most popular activities at Exhibits and Conferences, is Att endees posing for photos with Millennia, giving your company an excellent lead -generation strategy and follow up opportunity as your Sales Team subsequently delivers the Photos to these Attendees, of the Attendees visit your Web Site to "retrieve" their Ph otos...
GENERATE NEW CUSTOMERS AND BUSINESS CONTACTS ALL DAY LONG!**





Whatever the recognition factor of your company , the size of your exhibit or the popularity of the products/services offered, busy conference attendees bypass your exhibit all day long:

- **because they are deep in thought;**
- **because they assume they already know everything about your company;**
- **because they want to manage their limited time effectively by avoiding the invitations from your sales personnel!**

Millennia stands out very clearly and commands immediate attention. The Robot begins with a simple "hello" & a hand-shake, and before you know it, your Goodwill Ambassador has made a new friend, and introduced him/her to your Sales personnel while having first "qualified" that Attendee and helped to set the tone for a more congenial and receptive customer .

This process occurs all day long! By day's end, you may be assured that a considerable increase of business activities and new clients will have been delivered on a silver platter by Millennia, making this powerful Communications tool one of the most cost effective sales, marketing and PR strategies in the industry!

Incidentally, Millennia also often stops members of the trade and public Press in your booth as well. Millennia has generated millions of dollars in media time for clients all over the world!

Millennia is unequalled at generating large volumes of Media exposure because he looks great on television, and News crews love the added entertainment value for including him in their news programs, talk-shows, etc.



Invited on a morning news segment of FOX Television, Millennia is asked by the Producers to replace the Weatherman. Here we see Millennia on live morning news, standing in front of the Green Screen, delivering the morning Weather Report to local residents while the two Anchors are seen laughing on the TM monitor to Millennia's left at his humorous comments. We also see Millennia's live image being superimposed onto the Weather Map on that same TV monitor. This is in addition to the Robot having also been interviewed by the two Anchors, and having been asked to record Teasers and Station Break Announcements, etc., extending our Client's media exposure on live TV by many additional minutes. Priceless!

Following the News Segment, the Anchors and Weatherman insist on taking a souvenir photo with Millennia for their own archives. The Robot is asked to come back on their show anytime!



APPLICATIONS:

As the impressive technological icon he was designed and engineered to be, Sico ("SEE-ko") can serve a great number of functions, depending on your particular event or application as follows:

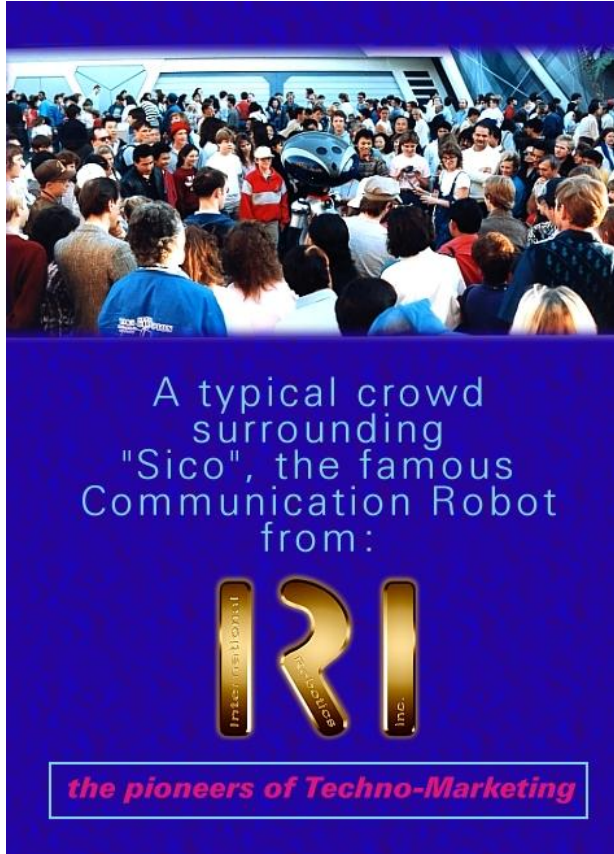
- Acting as MC or co-speaker at corporate seminars, making a surprise entrance as a member of your company from the future, having traveled back into the present with highly informative and optimistic news about your company's evolution!
- Hosting evening corporate receptions, fundraisers, government receptions, motion picture launches, grand openings, press conferences.
- Hosting major fairs, trade shows and conferences. Delivering keynote addresses alongside other speakers, participating in ribbon-cutting ceremonies.
- Participating in advertising and promotional campaigns and nationwide tours.
- Appearing on talk shows, news shows, TV commercials, sit-coms, music videos, concert tours, theatrical presentations & plays, sports events, sponsored events, etc.
- Hosting your trade show exhibit. In this application, Sico will employ one of IRI's well-designed strategies for attracting a good number of additional visitors to your exhibit, informing them while entertaining them with his unique personality and wit, and then cleverly engaging them into casual but qualifying conversations to identify your target customers, which the robot then diplomatically introduces to your exhibit personnel. Sico can also participate in scripted presentations within your exhibit, performing alongside human narrators.
- Acting as mascot to your museum, amusement park, retail chain, shopping center, etc. Ask about our custom designs for your exclusive robotic personality, from which you may derive additional benefits in the areas of licensing and merchandising. Visit this web page for some additional information on just some of our robotic technologies and for Sico's details: <http://www.internationalrobotics.com/comrobots.htm>.



Always popular with the media, as he is operated by professional actors and comedians.



Millennia helps deliver your important message at conferences and trade-shows with greater impact and humor

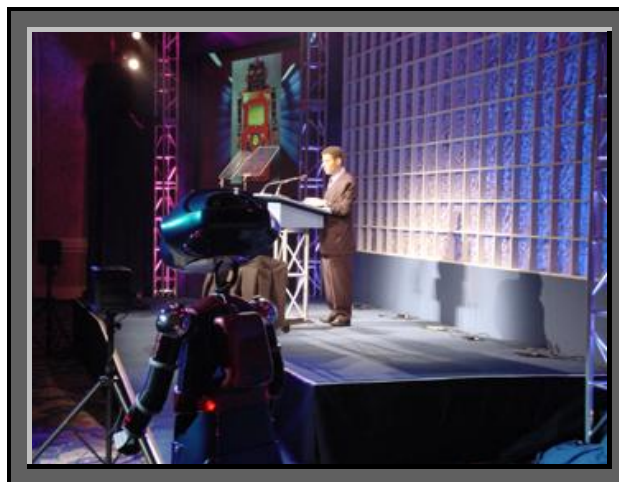


A typical crowd
surrounding
"Sico", the famous
Communication Robot
from:



the pioneers of Techno-Marketing

Surrounded by thousands at an opening event for Disneyland in Anaheim, California



Let Millennia help you deliver your next keynote address , seminar or presentation at your annual events!



Photo Shoot for Vogue Magazine, September issue



GOODWILL VISITS TO HOSPITALS AND SCHOOLS ON YOUR BEHALF

www.internationalrobotics.com/uploads/MilSchoolVisits.pdf

- IMPORTANT NOTE:** IRI is a research company whose principle field of study is “Human Behavior in the Presence of Technology”. Thirty years ago, IRI pioneered the first communication robots as Surrogates, for working in clinical and educational or therapeutic environments. As Technology Psychologists, the company uses its Techno-Marketing™ division as not only a funding mechanism but also as a platform to study the interactions of its machines alongside all age, social, ethnic or cultural groups. This study is aimed at the implementation of the science called “Artificial Life” or the integration of more human-like behavior into the future intelligent machines which will soon co-habit with humankind. By implementing an infinite number of human-like idiosyncratic and emotional behaviors into its uniquely designed adult-size Robotic personalities, IRI has established a successful formula for establishing instant rapport with most individuals who otherwise often experience discomfort in a human-to-human interaction.

As such, IRI is a world leader in the field of “Technology -to-People Behavioral Psychology”, a science employing a number of interactive technologies to overcome the many constraints of social protocol, engaging any audience in a communication experience free of duress, fears, suspicions or defense mechanisms. All of IRI’s robot operators are carefully selected and extensively trained to operate under this unique form of communication psychology. As such, wherever Millennia may appear on your behalf, it is also highly recommended that you plan the Robot’s arrival a bit early, and then use the robot to perform a number of socially -redeeming goodwill activities that will capture the hearts of millions, including the media.

Millennia, “the robot with a heart,” will visit children’s hospitals, clinics, schools, rehabilitation centers, facilities for the deaf, the blind, the handicapped, the Autistic, etc.. In these environments, your Robot delivers a considerable amount of compassion, love, humor and humanitarianism, the likes of which will help you to gather very positive additional exposure, while delivering very beneficial and often therapeutic experiences to those in need. Millennia can also participate in fundraisers. You may even select a particular beneficiary during Millennia’s passage, and perhaps allow visitors to your event to purchase souvenir photos, posters, T-shirts, etc., with a portion of the collected funds being donated to the charity of your choice.



Millennia can perform socially redeeming tasks as “The Robot with a Heart”, visiting children’s hospitals on your behalf, bringing joy and happiness to the needy, staff and patients alike.



Millennia spokes-robots have performed goodwill visits to schools on behalf of Pfizer Pharmaceuticals, Ford, DuPont, and countless others. This is very powerful PR in the community visited. Schedule these around your business events, grand -openings and trade shows, etc. IRI operators are highly trained for these environments and your mascot will draw considerable attention with the local government and consumer agencies, as well as the media. Our Techno - Marketing™ experts can make numerous recommendations.



His & Hers gifts in Neiman Marcus Christmas Catalogue

ADDITIONAL TECHNOLOGIES: International Robotics, Inc. and Techno-Marketing™ are the world's largest source of cutting-edge technologies, special effects, and futuristic icons for marketing, communication, entertainment, and education. If it has to do with technological wizardry of a cutting-edge nature, you can be sure that the name International Robotics can help you. Visit the Web page below for a partial catalog of our technologies, or simply request our various detailed documentation by email:

www.internationalrobotics.com/uploads/iribro02.pdf . Want to see a video of Millennia hosting a Talk Show? Click here:

www.internationalrobotics.com/uploads/VJohnWalshShowShortVersion.wmv



Partial List of Clients



Here are a few comments received from satisfied Clients:

JPMorganChase

"Robert and JP were a huge hit, as you might have expected, and we are talking about future conferences already."

"...the robot added a "techno" touch to a bank who is trying to prove they can successfully compete in the technology arena."



"I cannot tell you how complimentary everyone was of you & Millennia! I've gotten rave reviews"

"We will certainly be looking for more opportunities going forward. "

"The team consensus was that we were definitely "best in show" - hat's off to you for taking it over the top! "



FASHION SHOOT FOR THE MOST IMPORTANT SEPTEMBER ISSUE

"Robert, what a great surprise"

"Vogue is thrilled with the shoot - everyone loves, loves it. "

"...your technologies look amazing in that location with those girls "



"It has been some time since I have had "my socks blown off" but I found the visit to your Techno-Marketing™ lab most interesting, enlightening and providing much food for thought on how to engage our customers.



Factory Announcement

"Thank you -- and Robert, Joe, Louisa, Helene, Chris, Neil and everyone on the crew -- for a great job under challenging circumstances!"



"I can't tell you how much great feedback we CONTINUE to get from the Wal-Mart show - you were such a huge part of making that event amazing "



"Millennia was a huge hit. Yes, we want to proceed with the other shows we have reserved for this year."

"I would also like to get you more involved with other business units because I feel Millennia can offer a lot of value both internally and externally for Alcoa."

"Thanks SOOOO much!!!"



"I was at the Lisbon Expo, where I had the pleasure to meet you and to see your excellent Robot at work in the Plaza of the International Organizations Pavilions.

As the Producer and Technical Director of the United Nations Pavilion in the Lisbon Expo; our pavilion was adjacent to the International Olympic Organization and the International Red Cross Pavilions, and your charming Robot was a star attraction in this plaza for some weeks under your supervision.

I remember very well how attractive and crowd -pleasing its daily performances were with the clever and amusing multi -lingual dialogue supplied by the Actor"



VEGAS BUZZ MAGAZINE

"It is highly evident you are the best in your field, and I look forward to working with you. I do intend to publish the Interview with Millennia / AL, as it is hysterical, and to my mind, quite news worthy.



"I just wanted to say thanks to everyone, especially Robert, for arranging to have Sico at the Grainger National Sales Meeting. The interaction was fantastic and Robert you did a great job driving traffic into our booth! More importantly, sellers stayed to listen to what we had to say vs. just taking brochures and info. Sico was truly a hit and we had the most dynamic booth as a result! Give me some metal!"



HOOVER'S DIVISION

"I have had the pleasure of working with International Robotics for the past 10 years, across multiple companies and roles. In every situation I have found the company to be extremely flexible, focused on my needs and those of my customers, and extremely impactful on event results.

Most recently, Hoover's launched a Mobile version of our product at the 2009 CES show in Las Vegas. ...we needed to attract attention in order to drive sign-ups for our product. Having Sico (or "Hoovie" as we called him) was an incredible success for us.

Hoovie attracted loads of attention, expertly qualified customers and handed them off to our staff who completed the registration process. In many ways, we had an assembly line of sorts, with Hoovie doing the hard work of capturing attention and qualifying prospects. We went into the conference with a goal of 500 registrations. To date, we've had nearly 1,800.

Hoovie also attracted significant press coverage for us, with major presence on Fox News, CNet and distribution across the AP.

I would, without hesitation, recommend IRI for any event"



A SHIONOGI COMPANY

SCIELE PHARMACEUTICALS

Thanks once again for a great job at the Biotec Conference. I personally was very impressed by how technical people, who tend to be jaded when it comes to technical stuff, were easily engaged by Sico.

HOW MANY MILLENNIA ROBOTS ARE AVAILABLE?

There are 3 Millennia Robots available today, and each one has its own distinctive design and level of complexity. They travel all over the world and are available upon request. It is usually advisable to reserve your preferred Robot as far ahead of time as possible to ensure its availability.

The 3 Robots are identical in proportions, and all bear the same head design and personality, as well as the very popular Passenger-Transporting-Platform! Each of these 3 Robots has its own distinctive outer skin design to allow you to periodically bring a slightly different Robot at your annual events if that is desired, while still retaining the very popular character, recognizable by his head design. Here they are below:



Millennia-1



Sico (see-co) Millennia



Gemo Millennia

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