

SOC Robotics Becomes Bronze Sponsor Of BC Showcase for 2010

SOC Robotics selected by DigiBC to participate in BC Showcase at Robson Square

VANCOUVER – Jan 15, 2010 - SOC Robotics is pleased to announce that it has been selected to participate in the BC Showcase at Robson Square as part of the Digital Media BC's VXperience showcase for 2010. VX stands for Vancouver Experience – a conversation about lifestyle, about convergence and about success in the global digital media and wireless industries. The VX 2010 Showcase is an online experience at www.vxperience.com and a physical presence at the BC Showcase at 900 Robson Square. The BC Showcase at Robson Square will be open to the public during the Olympics and Paralympics from 9:00am to 6:00pm.

The launch of the VX Showcase coincides with the 2010 Winter Olympics and Paralympics Games in Vancouver and Whistler, BC Canada.

About DigiBC

The Digital Media and Wireless Association of BC is a member-supported, non-profit organization, based in Vancouver, BC Canada. It resulted from the merger between WINBC and New Media BC. Its' mission is to promote, support and accelerate the growth, competitiveness and sustainability of BC's digital media and wireless industries. The digital media and wireless industry in BC has more than 1,000 companies, employees 22,000 people and generates more than \$3 billion in annual revenue.

About SOC Robotics

SOC Robotics (SOC) designs and manufactures advanced electronic and electro-mechanical systems for the global robotics and embedded-systems markets. SOC has a broad portfolio of intellectual property (IP) designed in-house that embraces embedded DSP, motion control, web server, vision processing and sensor technologies. Customers worldwide include universities, researchers, industrial engineers, military test labs, consumer electronics and security companies, rapid prototype PCB developers and medical device engineers. SOC Robotics products, tools, and software modules are uniquely inter-operable and end user programmable with rich-feature sets. SOC components combine to create an array of cost effective robotic systems that perform with industrial level accuracy. Products include SCARA, SMT, and Solder robots and linear actuators together with proprietary and open-source software modules. Customers may embed SOC electronics into their own products or industrial processes, or assemble individual components to create turnkey robotic systems for industrial, tactical, or educational applications.

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