



CALI GROUP TO DEMONSTRATE ITS “MOBILE ADVERTISING” PLATFORM TO MARKET CALIBURGER BRAND AND DRIVE STORE SALES

*POPpack’s Machine Vision Software Offers a Pay Per View Advertising Model On
Wearable Displays*

PASADENA, June 30th – Cali Group announced today that its subsidiary, CaliBurger, will begin marketing campaigns in July using [POPpacks](#), the first “mobile advertising” platform based on machine vision. The campaigns will take place around CaliBurger’s restaurants in Seattle, Los Angeles, and Maryland. Through POPpack’s automated marketplace, CaliBurger will deliver customized messages to digital displays integrated into backpacks worn by Millennials and Centennials walking within hundreds of yards of CaliBurger’s locations. POPpack’s proprietary machine vision system (leveraging the camera on the display) offers brands like CaliBurger the ability to pay based on the number of people that see the messages. Similar to Uber, [as shown in the video](#), “walkers” can earn income through the mobile App.

“Our mission at Cali Group is to use new technologies to transform the restaurant and retail industries and aggregate data about the offline world,” said John Miller, Chairman and CEO of Cali Group. “Cali Group invested in POPpacks to enable restaurants, retailers, and brands to have personal brand ambassadors deliver messages in places that have been traditionally inaccessible.”

The initial launch of the platform allows walkers to buy a custom POPpacks backpack, insert their iPad, and download the POPpacks app to begin making money. As featured on Episode 2 of Apple’s new TV show, *Planet of the Apps*, POPpacks is also developing its own flexible display hardware integrated into backpacks that is low cost, daylight readable, shatterproof, and can last for months without needing to be charged. In addition to POPpacks, Cali Group also has significant ownership positions in Super League Gaming, FunWall, and Miso Robotics.

ABOUT CALI GROUP

Cali Group is a holding company that comprises CaliBurger, a global restaurant chain, and its affiliated technology companies. Cali Group is pioneering software systems for restaurant and retail operators to drive revenue, lower costs, collect data, and improve operations. Cali Group uses its CaliBurger restaurant chain to demonstrate proof of concept and lead the commercial adoption of the software products developed by its sister companies.