



Dot Ai Unveils ZiM a Next-Gen IoT Tracking Technology

December 11, 2024

New product is poised to revolutionize asset tracking in logistics and supply chain management

LAS VEGAS, NEVADA, December 11, 2024 — SEE ID, Inc., doing business as [Dot Ai](#) (“Dot Ai”), an innovative startup in the asset intelligence technology space has announced the launch of their new IoT tracking hardware. This next-generation technology product, ZiM (Zero Infrastructure Mesh, or “ZiM”) from Dot Ai, is poised to revolutionize asset tracking in logistics and supply chain management. The patented ZiM technology was developed by leaders from the RFID and IT security industries to replace the outdated and expensive technologies logistics operations have relied on for decades.

“After years of meticulous research and development, we are launching our revolutionary ZiM IoT technology in the market,” said Dot Ai CEO Edmund Nabrotzky. “We believe this first-of-its kind technology will transform the landscape of asset tracking for logistics, an industry that relies heavily on manual processes as well as RFID technology which has not seen major innovation since its conception in the 1980s.”

ZiM is designed to offer an innovative asset management solution by securely gathering data at the edge of the enterprise. It can read both passive (battery free transponders) and active (battery powered beacons) to provide data for supervisory systems. The bridge can operate with its own battery power when mounted on moving racks or pallets or be hardwired to power for fixed installation in aisles or doorways. Up to four general purpose I/O pins are available to connect the bridge to external sensors or signaling devices to enhance workflows. It also has integrated bright signaling LEDs to direct workers in common tasks.

Legacy systems rely heavily on personnel to execute orders and workflows, only collecting data at the start and end of significant process milestones. The ZiM hardware can be present and move through the process as an IoT edge solution, enabling real-time and constant data collection throughout. This approach is critical in providing a rich source of data for optimization of AI integrations, including the AI engine developed by Dot Ai. Note that AI camera integration is also available in this engine, enabling object recognition and image/video capture in the asset record as an overlay to process data collected wirelessly by ZiM.

Dot Ai SaaS software leverages the tools of agile cloud services, including a Rules Engine to define and enforce application-specific behavior. The engine can constrain, monitor, alert or drive device actions to prevent rule violations, increasing efficiency through common machine learning techniques. Another use of AI is to enhance common material handling workflows by providing real-time, context-aware suggestions and actions based on intelligent algorithms and learned enterprise-specific workflows.

Full-scale production and deployment of Dot Ai’s ZiM technology is set for the end of December 2024. Preorder for the ZiM hardware is available now and you can schedule a demo, request pricing details, and find more information on the Dot Ai website at <https://daic.ai/>.

Background Information on Dot Ai’s Business Combination Agreement with ShoulderUp

On March 18, 2024, Dot Ai and ShoulderUp Technology Acquisition Corp. (NYSE:SUAC) entered into a business combination agreement that is expected to be completed in the second half of 2024 (the “Business Combination”), subject to regulatory approvals and other customary closing conditions. In connection with the closing, the resulting company is expected to be listed on Nasdaq under the ticker symbol “DAIC”.

About Dot Ai

At the heart of the technological revolution in asset management and security lies Dot Ai, a trailblazing SaaS service that is redefining the paradigms of asset intelligence, assurance, and safety. By harnessing the power of IoT tracking technology, Dot Ai

stands at the forefront of innovation, offering patented solutions that are not just advanced but transformative. Through relentless research and development, Dot Ai has pioneered a suite of technologies that empower organizations to not only streamline their logistics and supply chain processes but also bolster operational security to unprecedented levels. Leveraging state-of-the-art AI engines, cutting-edge 5G RF and BLE technology, and seamless cloud integrations, Dot Ai transcends traditional boundaries, offering real-time asset visibility and predictive analytics that integrate effortlessly with existing infrastructure. This is not just technology; it's a vision for a more secure, efficient, and connected world. Discover more about how Dot Ai is leading the charge in asset intelligence by visiting <https://daic.ai>.

Important Information About the Business Combination and Where to Find It

In connection with the Business Combination, CID Holdco, Inc. filed a Registration Statement on Form S-4 (File No.) (as may be amended from time to time, the ("Registration Statement")), that includes a preliminary proxy statement/prospectus. The proxy statement/prospectus will be sent to all ShoulderUp shareholders as of a record date to be determined by ShoulderUp for voting on the Business Combination. This press release does not contain all the information that should be considered concerning the Business Combination and other matters and is not intended to provide the basis for any investment decision or any other decision in respect of such matters. CID Holdco, Inc., ShoulderUp and Dot Ai may also file other documents with the SEC regarding the Business Combination. The stockholders of ShoulderUp and Dot Ai and other interested persons are advised to read the definitive proxy statement/prospectus and other documents filed in connection with the Business Combination, as these materials will contain important information about CID Holdco, Inc., ShoulderUp and Dot Ai and the Business Combination.

Investors and security holders will be able to obtain free copies of the proxy statement/prospectus and all other relevant documents filed or that will be filed with the SEC by ShoulderUp through the website maintained by the SEC at www.sec.gov or by directing a request to ShoulderUp to 125 Townpark Drive, Suite 300, Kennesaw, Georgia 30144 or via email at rashaun@shoulderup.com

Participants in the Solicitation

CID Holdco, Inc., Dot Ai, ShoulderUp and their respective directors and executive officers may be deemed to be participants in the solicitation of proxies from ShoulderUp's shareholders in connection with the Business Combination. A list of the names of such directors and executive officers, information regarding their interests in the Business Combination and their ownership of ShoulderUp's securities are, or will be, contained in CID Holdco, Inc.'s and ShoulderUp's filings with the SEC, and such information and names of Dot Ai's directors and executive officers will also be in the Registration Statement to be filed with the SEC by CID Holdco, Inc., Dot Ai, and ShoulderUp, which will include the proxy statement of ShoulderUp. You may obtain free copies of these documents as described in the preceding paragraph.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include all statements that are not historical facts, including the statements regarding the anticipated timing and benefits of the proposed transactions. All forward-looking statements are based on ShoulderUp's current expectations and beliefs concerning future developments and their potential effects on ShoulderUp, Dot Ai or any successor entity thereof. Forward-looking statements are based on various assumptions, whether or not identified in this press release, and are subject to risks and uncertainties. These forward-looking statements are not intended to serve as a guarantee of future performance. Many factors could cause actual future events to differ materially from the forward-looking statements in this press release, including but not limited to: (i) the failure to satisfy the conditions to the consummation of the transaction, including the adoption of the Business Combination Agreement by ShoulderUp's shareholders, the satisfaction of the minimum trust account amount following any Redemptions by ShoulderUp's public shareholders, (ii) the occurrence of any event, change or other circumstance that could give rise to the termination of the Business Combination Agreement, (iii) the effect of the announcement or pendency of the transaction on Dot Ai's business relationships, operating results and business generally, (iv) risks that the transaction disrupts current plans and operations of Dot Ai, (v) the outcome of any legal proceedings that may be instituted against Dot Ai or ShoulderUp related to the Business Combination Agreement or the proposed transaction, (vi) costs related to the transaction and the failure to realize anticipated benefits of the transaction or to realize estimated pro forma results and underlying assumptions, including with respect to estimated shareholder Redemptions, (vii) the risk that Dot Ai and its current and future collaborators are unable to successfully develop and commercialize Dot Ai's products or services, or experience significant delays in doing so, (viii) the risk that Dot Ai may need to raise additional capital to execute its business plan, which may not be available on acceptable terms or at all, and

(ix) the risk that the post-combination company experiences difficulties in managing its growth and expanding operations. The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors and the other risks and uncertainties described in the "Risk Factors" section of the S-4 Registration Statement and proxy statement/prospectus discussed above and other documents filed or to be filed by ShoulderUp, Dot Ai and/or or any successor entity thereof from time to time with the SEC. These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward-looking statements. Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on forward-looking statements, and ShoulderUp assumes no obligation and do not intend to update or revise these forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by law.

Non-Solicitation

This press release is not a proxy statement or solicitation of a proxy, consent or authorization with respect to any securities or in respect of the potential transaction and shall not constitute an offer to sell or a solicitation of an offer to buy the securities of ShoulderUp, Dot Ai, or any successor entity thereof, nor shall there be any offer, solicitation, or sale of any such securities in any state or jurisdiction in which such offer, solicitation, or sale would be unlawful prior to registration or qualification under the securities laws of such state or jurisdiction. No offer of securities shall be made except by means of a prospectus meeting the requirements of the Securities Act.

No Offer or Solicitation

This Current Report is for informational purposes only and does not constitute an offer or a solicitation of an offer to buy or sell securities, assets or the business described herein or a commitment to ShoulderUp, Dot Ai or the Company, nor is it a solicitation of any vote, consent or approval in any jurisdiction pursuant to or in connection with the proposed business combination or otherwise, nor shall there be any offer, sale, issuance or transfer of securities in any jurisdiction in contravention of applicable law.

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