

RUBI MEDIA KIT

RobLabs · 2026

APPROVED DESCRIPTOR

RUBI is a persistent operational intelligence layer that helps organizations understand what is changing, what may be affected, what to do next, what can be executed safely, whether it worked and what was learned.

CORE STATEMENT

Most AI waits for a question. RUBI doesn't.

Persistent context. Authorized action. Proven outcomes.

CATEGORY LANGUAGE

Use: persistent operational intelligence; organizational awareness; consequence intelligence; governed action; verifiable outcomes; organizational learning.

Avoid: "the only," "impossible to copy," guaranteed savings, unqualified autonomy, or customer-result language for synthetic demonstrations.

NAMED PRODUCT FRAMEWORKS

RUBI Intelligence Stack™ · RUBI Organizational Immune System™ · Reality Graph™ · Consequence Engine™ · Prevention Engine™ · RUBI Proof™ · Value Ledger™ · Attention Debt™ · Assumption Expiry™

PRODUCT-STATE STANDARD

LIVE — implemented and connected.

BETA — functioning under controlled validation.

IN DEVELOPMENT — planned or actively developed; not presented as available.

SYNTHETIC DEMO — illustrative data or scenario; never a customer result.

VISUAL SYSTEM

Deep navy and black foundations; restrained RUBI red accents; cyan for connected intelligence signals. Premium, calm enterprise layouts. Avoid busy science-fiction interfaces, excessive glow and unverified dashboard metrics.

FILM + PRESS RESOURCES

5-minute institutional/investor film — 16:9, English

60-second investor trailer — 16:9

30-second teaser — 1:1

15-second teaser — 9:16

MEDIA DISCLOSURE

The soundtrack was generated specifically for this production using a synthesized tone bed; no third-party music recording is included. AI-generated imagery is used for illustrative brand scenes. Product scenarios are synthetic.

BOILERPLATE

RobLabs develops RUBI, a persistent operational intelligence platform designed to connect organizational context, consequences, authorized actions and verified outcomes. RUBI combines enterprise awareness, a temporal Reality Graph, consequence analysis, prevention, controlled execution, Proof and value measurement in one governed operating loop.

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This kit contains product and planning statements, not audited financial results or an offer of securities.