



## Bambuser signs contract with Double Dutch

**Bambuser AB (publ) ("Bambuser" or "The Company") has signed a one-year contract with Double Dutch, Inc, an event engagement company.**

Bambuser has signed a one-year agreement with Double Dutch for their event platform, concerning the Company's product Iris Dev. The contract, which will run over a minimum of one year, has a total license value of 235,000 SEK and additional variable revenue might occur based on usage. The agreement will be made effective from August 2017.

Double Dutch is a leader in the live engagement space which powers events, conferences and trade shows and adding mobile live video to their feature set will enhance their business outcomes. Double Dutch chose Iris Dev due to its simplicity and ease of integration. Their customers among others are LinkedIn, BlackRock, Cisco and IKEA.

The Iris platform enables mobile platforms and developers to easily and cost-efficiently integrate mobile live video capabilities into any other mobile platform and significantly reduce development and maintenance time.

This information is information that Bambuser AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was sent for publication, through the agency of the contact persons set out below, on August 17 2017, 08:30 CET.

### **Certified Advisor**

Västra Hamnen Corporate Finance is Certified Advisor (CA) to Bambuser AB (publ).

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Bambuser is a Swedish software company that offers B2B solutions for mobile live video. Since 2007, the Company has developed platforms for interactive live video by enabling live video streaming from mobile phones and webcams to the internet. The breakthrough occurred in 2010, when the Company's service was used to report the unrest in Egypt during the parliamentary elections. The following year, videos were produced via Bambuser and used in several television broadcasts throughout the world during the Arab Spring. Today, Bambuser's service is installed in more than 50 million phones and has over the years reached 100s of millions of news consumers through companies like CNN, BBC, Al Jazeera, SkyNews, etc. Since 2014, Bambuser has chosen to focus on B2B, Business-to-Business, to increase the spread of the company's products and strengthen its long-term revenue potential. Among the customers are companies as Associated Press, Aftonbladet, NRK and Deutsche Welle.