



Bambuser enlists two major field service companies for new beta program

Bambuser AB (publ) ("Bambuser", "The Company") has enlisted two US corporations as the first participants of its new closed beta program. This program will focus exclusively on the field service industry, to boost Bambuser's foothold within this vertical.

From October, two major US corporations from the construction industry and the data security industry will join forces with Bambuser as part of a new closed beta program. The participants are eager to commence this trial in anticipation of the Iris Platform's new and exclusive features, which enhance the Iris product for field service organizations, significantly optimizing operational processes.

"It is fantastic to have not one, but two, renowned field service companies on-board for this initiative. We expect our new features to be somewhat of a game-changer within the participant's organizations and their operational activities. This initiative is very important for Bambuser, as we expect it to provide invaluable information for the continuous development of our products. Having already signed one major field service customer this year, and having conversations with many others, we want to ensure that we are offering them the best possible solutions." says Hans Eriksson, CEO of Bambuser.

Bambuser will roll out the Iris Platform across the two organizations for an initial three month period, in exchange for cooperation and information from the participating companies. The main objective of this program is to collect valuable data and insights from the trial users, who will use the Iris platform - including the new innovative features - in a working environment. The provisional launch date for the Iris Platform's new features is currently Q1, 2018.

Contact information

Hans Eriksson, CEO

Mobile: +46 (0)768-822 502

E-mail: hans@bambuser.com

or visit: www.bambuser.com/ir och www.irisplatform.io

Bambuser is a Swedish software company that offers B2B solutions for live video. Since 2007, the Company has developed a platform for interactive live video broadcasts 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.