



Press release
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Bublar Group receives new order for 3D/AR from Alfa Laval's separator segment

Bublars Group's subsidiary Vobling receives an additional order from Alfa Laval to visualize their latest separators for the food sector. The application builds on the 3D/AR platform from the previous assignment for biopharma. Visualization technology makes it possible to display the separator's functionality digitally, via 3D/AR in physical or digital customer meetings.

Interactive and animated 3D allows products to be easily viewed and demonstrated to customers. A separator is a high-tech advanced product that is neither easily presented in pictures nor easily brought to clients. With Bublar's unique application, technologically advanced, large and unwieldy products that are difficult to move can still be presented as effectively as to get a demo of the real product on site. There are then several possibilities to expand the application to include several steps in the product life cycle.

"The AR application supports our strategy to ensure marketing and parts of the sales process can be done digitally and that the product can easily be displayed in a realistic way to the customer without bringing the physical product. Our goal of achieving the same effect as a real demo has been fulfilled. Now we want to add additional products, such as our latest separators for beer brewing, to the solution that Vobling offers," says Anette Nord Holfve, Market Communication Manager at Business Unit High Speed Separators, Alfa Laval.

Alfa Laval has a world-leading range of separators for different applications. Their centrifugal separators are used by breweries all over the world. Used in pre-clarification, green beer separation, hot wort separation and beer recovery, they ensure minimal levels of oxygen pick up during passage through the separator and the highest standards of hygiene. They provide a high efficiency in beer separation combined with energy efficient operation.

"We are very pleased with the continued trust from Alfa Laval. It is a proof that our solutions that build on our platform for sales and marketing support are in demand. Advanced 3D/AR increases customer understanding in meetings where the physical product cannot be easily included and we experience a great interest in these types of solutions, says Anders Ribbing, Head of Bublar Enterprise and Managing Director Vobling.

Bublar's subsidiary Vobling develops AR/VR solutions in areas such as education, transport and industrial applications for companies such as Saab, Electrolux, SJ, Vy, Kalmar (Cargotec Sweden) and Aritco. Vobling has a deep expertise in the field of virtual training programs. Read more at www.vobling.com.

Alfa Laval's business unit, Business Unit High Speed Separators, sells separators for a wide range of applications in the field of food, biopharma, chemical/manufacturing and marine industries: <https://www.alfalaval.com/products/separation/centrifugal-separators/separators/>

Alfa Laval's operations are based on world-leading positions in three key technologies: heat transfer, separation, and flow management. The products are sold in about 100 countries. Alfa Laval Group has nearly 17,400 employees and a turnover of SEK 46.5 billion in 2019.

For more information please contact:

Anders Ribbing, Head of Enterprise, Bublar Group & Managing Director Vobling
Phone: +46 70 936 88 68, e-mail: anders.ribbing@vobling.com

Maria A Grimaldi, CEO and Managing Director, Bublar Group
Phone: +46 70 828 38 34, email: maria.grimaldi@bublar.com

Bublar Group

Bublar Group AB (publ) is the Nordic region's leading listed XR technology company specializing in Augmented Reality (AR) and Virtual Reality (VR). The company offers XR solutions in E-commerce, Entertainment, Training and Manufacturing. The company includes the subsidiaries Vobling, Sayduck, Virtual Brains and Goodbye Kansas, which was recently acquired. Goodbye Kansas creates visual content for the leading players in the gaming, film/TV and streaming industries and offers services including VFX/animation, Digital Humans and Performance Capture. Bublar is headquartered in Stockholm and is listed on Nasdaq First North Growth Market.

In essence, Bublar Group will change the game. We change how we Work, Shop and Play.

The company has G & W fondkommission as Certified Adviser, Kungsgatan 3, Stockholm, email: ca@gwkapital.se, phone +46 8-503 000 50