



Press Release
Stockholm October 23, 2020

Bublar Group signs three-year license agreement for 3D /AR with Forms+Surfaces, Inc.

Bublar's subsidiary Sayduck expands their collaboration with one of their oldest customers and enters into a three-year licence agreement with the design and manufacturing company Forms+Surfaces based in the US.

The new assignment comprises to build an online 3D configurator for over 80 of Forms+Surfaces' different furnishing products for public spaces.

The 3D configurator makes it possible to realistically present complex products that come in a multitude of variations and combinations that typically are not easily showcased online. It also allows customers to visualize their product selections in Augmented Reality (AR), a core feature of the Sayduck Platform.

"We are truly excited about our continued collaboration with Sayduck. We knew that we were only scratching the surface as far as business opportunities when Forms+Surfaces introduced the AR technology to architects and designers for select products back in 2013. This new 3D configurator project is a natural extension of our digital outreach, helping streamline the specification process of our entire outdoor product line for our customers," commented Jeffrey Stork, President, Forms+Surfaces, Inc.

Earlier assignments from Forms+Surfaces have included an Augmented Reality enabled iOS app. In addition, Sayduck has created multiple products as simpler, non-configurable items in the past.

"I am very happy that we have gained continued trust from one of our oldest customers. We have had a strong collaboration for more than seven years and with this agreement we will develop our partnership even further," says Niklas Slotte, Managing Director Sayduck.

Sayduck's strategy is to help product manufacturers and e-commerce companies to showcase and present their products in more immersive ways. The Sayduck Platform allows companies to create unique web 3D and AR experiences for their customers – driving product engagement and inspiring customer confidence.

About Forms+Surfaces

Forms+Surfaces designs and manufactures architectural products used in public spaces around the world. From walls and elevator interiors to site furnishings and lighting, the company manufactures premium quality products for a wide range of applications and markets. Their products are used in office buildings, airports, restaurants and hotels, as well as universities, healthcare facilities, parks, and city centers. In addition to their large customer service and manufacturing facilities in the US, they have offices and affiliates in Europe, Asia, India, and the Middle East, and International sales team with offices in London, Dubai, Singapore, Bangkok and Hong Kong. The company has multiple locations in the United States with headquarters in Pittsburgh, Pennsylvania, and has a turnover of 115 million USD in 2019.

For more information please contact:

Niklas Slotte, Managing Director Sayduck

e-mail: niklas.slotte@sayduck.com Phone: +358 40 735 38 74

Ann Lindell Saeby, Head of Group Communications & IR, Bublar Group

e-mail: ann.lindell.saeby@bublar.com Phone: +46 768 99 98 48

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

Image Attachments

[Forms+Surfaces Factor](#)

Attachments

[Bublar Group signs three-year license agreement for 3D/AR with Forms+Surfaces, Inc.](#)