Precise continues to expand its visitor management system business

Precise Biometrics, a pioneer in cybersecurity and biometrics, continues to grow its visitor management business, driven by enhanced functionality, cloud adoption, geographical expansion, and a growing customer base.

Precise has launched new key features in its visitor management system, Precise Visit by EastCoast, enhancing usability, security, and the overall visitor and front desk experience. These updates streamline processes such as package deliveries, spontaneous visits, self-service check-ins, and security-classified visits that require signed confidentiality agreements or biometric verification. The new functionality also boosts security with support for single sign-on (SSO) and improved integrations. The updated offering features a hardware-free option designed for smaller organizations or customers requiring rapid deployment. Visitors can use biometric authentication or a QR code for a seamless check-in and access experience, enabled through powerful integrations between the visitor and access management systems.

During 2025, Precise Biometrics will introduce new functionality and integrations to further improve user experience, efficiency, and security. This is expected to drive continued sales growth and broaden the solution's appeal to more customer segments. As a cloud-based solution, Precise Visit by EastCoast offers rapid implementation, scalability, and robust security by default.

As part of its growth strategy, Precise has rebranded its visitor management system to Precise Visit by EastCoast, with a soft launch planned throughout 2025. Earlier this year, Precise announced its geographical expansion into the Norwegian market. While it is too early to report specific customer wins, initial feedback from the market has been very promising.

New customer wins lately, include several framework agreements with major international industrial groups, as well as small and mid-sized businesses across the Nordics – including SJ Stockholmståg, Struers, Civil Rights Defenders, and others. In addition, Precise is seeing accelerated cloud migration among existing customers, with many expanding their deployments to additional offices and countries such as Japan, Australia, and Germany. Notably, 100% of all new customer wins are cloud-based subscriptions.

Joakim Nydemark, CEO of Precise Biometrics, comments:

> *"We are pleased to see that the launch of new key functions for Precise Visit by EastCoast, combined with our increased sales efforts has been well received, leading to several new customer agreements – including several frame agreements with large international organizations. Our visitor management system continues to evolve in line with changing industry needs, and with these contracts, we are further strengthening our position as a leading provider of visitor management and security solutions."*

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About Precise Biometrics

Precise Biometrics AB (publ) (“Precise”), is a global pioneer in biometrics and cybersecurity. The biometric recognition solution suite today includes fingerprint, face, and palm recognition algorithm products along with turnkey solutions for visitor management (Precise Visit by EastCoast) and biometric physical access management (Precise Access).

Precise’s premium biometric recognition solutions is used in mobiles, laptops, security tokens and smart looks, as well as automotive applications for in-car payments, driver authentication, and personalized settings and access. Precise also offer visitor management and physical biometric access control solutions.

Precise operates through two business units, Digital Identity and Biometric Technologies, and the company has offices in Sweden (HQ in Lund), USA, South Korea, Taiwan, and China. Precise is a public company listed on Nasdaq Stockholm (PREC). Learn more at www.precisebiometrics.com.

Attachments

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