



Press release
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Goodbye Kansas helps resurrect Albert Einstein as digital human

Bublar's subsidiary Goodbye Kansas contributes to the digital creation of Albert Einstein for AI technology pioneer UneeQ and their Digital Humans initiative. As we honor one of the greatest minds in our history on the 100th anniversary of his Nobel Prize in Physics, Albert Einstein is once again impacting future generations through innovative AI technology.

Goodbye Kansas has – in close collaboration with UneeQ - created a photorealistic 3D version of the famous scientist Albert Einstein. UneeQ and Goodbye Kansas have recreated Einstein as a digital human driven by innovative AI to create a first-of-its-kind, meaningful experience that provides a friendly face and personality for those most suffering from isolation and loneliness during the pandemic.

"We were delighted to work with UneeQ on this groundbreaking project. It was an honor to create such an iconic face as Albert Einstein's." said Anton Söderhäll, Executive Producer at Goodbye Kansas Studios

"Creating digital humans is one of our most important areas of expertise. This collaboration with UneeQ is yet another proof that Digital Humans no longer only benefits merely the gaming and film industry but that the expertise also is in demand in many other areas including education, healthcare, customer service and e-commerce" said Peter Levin, Group CEO at Bublar Group

The Digital Einstein experience is a part of UneeQ's Digital Humans offer, where digital companions are able to communicate with people in a way that comes most naturally – using conversation, human expressions and emotional responses to best provide daily interactions that make a difference to people's lives.

"Digital Einstein is an exploratory project that we hope positively impacts a problem that needs effective, low resourcing and scalable solutions. Actively working across all industries including healthcare and medical settings today, digital humans – more so than chatbots or virtual assistants – create innovative AI through supportive, accessible and meaningful interactions. Having the opportunity to work with the experts at Goodbye Kansas really enabled us to bring Digital Einstein to life," states Daryl Reva, SVP of Revenue Growth, UneeQ.

Goodbye Kansas prize-winning digital humans team has many years of experience with creating photorealistic people including animation-rigs and creates hundreds of digital faces every year. Goodbye Kansas revenues from projects with Capture alone increased by almost

50 percent for 2020 compared with 2019. Goodbye Kansas has also worked with UneeQ to create additional photorealistic faces, to be released by UneeQ later this year.

Digital Einstein can be found at www.digitalhumans.com/digital-einstein

Read the blog:

[Digital Humans blog](#)

Read UneeQ's announcement here:

[Press release](#)

About UneeQ

UneeQ's intelligent Creator platform is the global standard in digital humans, enabling the best creative minds to design and build amazing experiences. UneeQ gives organizations the power to create real-time, human-like conversations that are more accessible and engaging. UneeQ is a global enterprise with a presence in the U.S., Europe and ANZ and serves many industries. For more information, go to www.digitalhumans.com and follow Twitter @UneeQAI.

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Bublar Group

Bublar Group AB (publ) is after the acquisition of Goodbye Kansas the Nordic's leading listed company in visualization and XR technology. The company develops products and solutions based on advanced technology; Augmented Reality (AR), Virtual Reality (VR), VFX production, Cinematics, Performance capture & scanning, Digital Humans and Real Time animation.

The Group has world-leading companies as customers in TV, film, streaming, gaming, industry and e-commerce. The company includes the subsidiaries Goodbye Kansas (incl. Infinite Entertainment), Vobling, Sayduck, Virtual Brains (incl. Plotagon). Bublar is headquartered in Stockholm and has offices in London, Helsinki, Vilnius, Hamburg, Belgrade, Los Angeles and Manila. The company is listed on Nasdaq First North Growth Market.

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