

Press Release
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Vobling wins industry award for VR Fire Trainer in Germany

Goodbye Kansas Group AB's (publ) subsidiary, Vobling AB, has been honored with the prestigious "Product of the Year 2023" award by the trade organization, FeuerTrutz, in Germany. The prize is presented to reseller Gloria GmbH during this week's trade event in Nuremberg and is of great value for the product VR Fire Trainer's marketing and sales on the strategically important German market for Vobling.

The FeuerTrutz Award trophy annually honors trend-setting products and concepts in three different fire protection categories. The jury consists of the readers of FeuerTrutz and a specialist jury. The VR Fire Trainer convinced throughout and was named by the jury as the winner in the "Product of the Year 2023" category.

"The FeuerTrutz Awards "Product of the Year 2023" is perhaps the most prestigious award available, and VR Fire Trainer's winning the award is a strong testament to the high customer appreciation achieved by the product. We are committed to driving innovation in fire safety training and look forward to empowering organizations with our state-of-the-art VR Fire Trainer. Stay tuned for more updates!" Says Amanda Bengtsson, Head of Products and Operations at Vobling.

The VR Fire Trainer represents a groundbreaking advancement in fire extinguishing training. This innovative product combines virtual reality with an interactive extinguisher to create a lifelike training experience. Trainees are immersed in various virtual environments where they navigate realistic exercises, simulating different fire scenarios. The VR Fire Trainer goes beyond conventional training methods by incorporating features such as fire spread, smoke development, and material flammability, ensuring an unparalleled level of realism.

"Vobling has an appreciated product and a strong position in its specific niche and it is of course very valuable that it is being recognized in this way, especially on such an important market as Germany" says Stefan Danieli, CEO of Goodbye Kansas Group.

Goodbye Kansas Group AB (publ) is a leading supplier of technology-driven visual content. The core business is conducted in the subsidiary Goodbye Kansas Studios, which offers visual content for film, TV and computer games. The company creates award-winning visual experiences for various media and offers products that combine cutting-edge technology with world-class artistry. The Group also operates in a number of niche areas where opportunities to develop strong market positions and grow profitably have been identified: Virtual training through VR, solutions for 3D visualization and a portfolio of developable games, apps and other IP:s. Goodbye Kansas Group is headquartered in Stockholm and its shares are listed on the Nasdaq First North Growth Market with Erik Penser Bank as Certified Adviser.

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