



Press Release  
Stockholm November 13, 2020

## **Bublar Group receives new order from Kalmar, Cargotec Sweden AB**

**Bublar's subsidiary Vobling expands their cooperation with Kalmar (Cargotec Sweden AB) to include more products. The assignment comprises development of advanced sales and marketing support using AR technology and adding more products. Through the visualization technique, it is possible to show functionality without being dependent on the physical product.**

Vobling has previously, together with Kalmar, developed a mobile application for AR "*Kalmar XP*". The new project is an extension of the previous one and includes two additional products in Kalmar's product range; the terminal tractor and the reach stacker which will be added to the app.

"We are very pleased with the feedback we have received in the initial project on the app, which we first tested in four of our markets - Austria, Germany, Sweden and the UK prior to the global launch. We see a clear value in using this technology for sales and marketing purposes and are therefore eager to move forward into the next phase of cooperation adding more products and with Vobling as our partner," says Johan Hellström, Development Manager, Kalmar Mobile Solutions

With the app, customers and users can see Kalmar's products in the real environment where it will be used. AR technology is well suited for solutions and products that are bulky, heavy and difficult to move to customers. The app is an innovative solution to present the products, performance and help the customer make the right decision. It is also a sustainable solution and minimizes the impact on the environment.

"We are pleased that Kalmar show us continued confidence and that their tests give evidence of clear value of the app, both from an economical and a sustainable perspective. It shows that the mobile AR technology for visualization and sales support creates customer value and is an application of our products that has the potential to be scaled up," says Anders Ribbing, Head of Enterprise Bublar Group & Managing Director, Vobling.

Kalmar reach stackers and terminal tractors are used in material and container handling all over the world. Kalmar, which is part of Cargotec, provides solutions and services for cargo handling in ports, terminals, distribution centres and to heavy industry. Kalmar is a leader in terminal automation and energy efficient container management. Every fourth container movement around the world is handled by a Kalmar solution. At the end of 2019, Kalmar had more than 12,500 employees and operations in more than 100 countries. Cargotec is listed on the Helsinki Stock Exchange and sales amounted to approximately EUR 3.7 billion in 2019.

Bublar's subsidiary Vobling develops advanced VR/AR solutions in areas such as training, transports and industrial applications for companies such as Saab, Alfa Laval, Electrolux, SJ, Aritco and others. Read more at [www.vobling.com](http://www.vobling.com)

**For more information please contact:**

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**Bublar Group**

Bublar Group AB (publ) is the Nordic region's leading listed company specializing in XR technology and visualization. The company develops products and solutions based on advanced technology; Augmented Reality (AR), Virtual Reality (VR), VFX/Animation, Digital Humans and Performance Capture. The Group has world-leading companies as customers in film, TV, streaming, e-commerce and manufacturing industries. The company comprises the subsidiaries Goodbye Kansas, Sayduck, Virtual Brains and Vobling. Bublar is headquartered in Stockholm and has offices in Helsinki, Manila, London and Los Angeles. The company is listed on the Nasdaq First North Growth Market.

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

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**Image Attachments**

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[Terminal Tractor Kalmar Augmented Reality](#)

**Attachments**

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