



PRESS RELEASE  
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## **OODA AI launches its next-generation AI platform with self-service access**

**OODA AI AB (publ) ("OODA AI" or the "Company") today announces that its Universal AI Platform is open for public self-serve access. Starting today, organisations of all sizes can sign up and begin using the platform directly at [ooda.ai](https://ooda.ai).**

The platform brings together 150+ leading AI models from providers including OpenAI, Anthropic, Google, Meta, Mistral and DeepSeek within a single unified infrastructure. Through a shared interface and a single unified API, users can freely select and switch between models depending on the task at hand, with no vendor lock-in and no need to manage separate accounts or keys.

A new feature is the ability to build custom AI applications directly within the platform. Through so-called vibe coding, users without deep coding experience can describe what they want and turn ideas into working apps in minutes, connecting to their own data sources and external systems.

The platform also handles complex document workflows and can be connected to an organisation's existing knowledge base, delivering context-aware responses grounded in real data rather than generic model outputs. For customer and support flows, the platform offers photorealistic AI avatars, voice-powered phone assistants and autonomous agents that operate around the clock across channels including Slack, Telegram and WhatsApp.

More than 70 native integrations enable connection to CRM systems, data sources and productivity tools, while a built-in administration layer gives organisations central governance, access controls and usage analytics with SSO/SCIM support. The entire infrastructure is GDPR-compliant with EU-based hosting.

The public self-serve launch marks the next step in the Company's commercialisation strategy, which already includes partner-led and white-label distribution. The platform's architecture is designed to scale without a proportional increase in cost, meaning higher usage directly improves profitability.

"The opening of self-serve is an important step in our strategy to make the platform accessible to a broad market. We are moving from a small number of selected customers to a model where any organisation can get started on its own, laying the foundation for scalable growth while maintaining control over security and data", says Arli Charles Mujkic, CEO of OODA AI AB (publ).

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#### **About OODA AI AB**

OODA AI is a group of companies with a focus on artificial intelligence (AI) and software-as-a-service (SaaS). The group of companies provides AI services in the form of decentralized and distributed AI computing, AI tools as well as AI consulting, training and implementation. The group of companies operates on a global market, the head offices are located in Stockholm (Sweden) and Munich (Germany). Listed on Nasdaq Stockholm First North, also traded on Börse Frankfurt, Börse Stuttgart and Börse München.

For more information, [www.ooda.ai](http://www.ooda.ai)

The company's Certified Adviser is Eminova Fondkommission AB | 08-684 211 00 | [info@eminova.se](mailto:info@eminova.se)

#### **Attachments**

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