



## Qbrick Launches the World's First Interactive AI Avatar Video Platform

**Qbrick AB (publ) today announces the launch of the world's first interactive AI avatar video platform - a technological innovation that enables scalable, cost-effective, and personalized communication for companies worldwide. The platform is designed to meet the growing need for efficient internal communication, training, and sales support in a global and digitalized business environment.**

The global market for corporate training is valued at approximately USD 352 billion and continues to grow rapidly\*. At the same time, demands for faster and more targeted communication within organizations are increasing. Qbrick's new platform addresses these needs by combining artificial intelligence with interactivity - making it possible to create AI-generated avatar video presentations with high relevance, accessibility, and impact.

The platform is seamlessly integrated into Qbrick's existing video platform and enables the creation of AI avatar videos that speak multiple languages, can be personalized for different audiences, and include interactive features that enhance understanding and engagement. The content is produced entirely without traditional production needs and at a lower cost.

### Examples of use cases include:

- **Training:** Create personalized, AI-generated interactive training videos for employees, partners, and customers.
- **Sales:** Produce scalable and multilingual sales support presentations more efficiently.
- **Internal Communication:** Share strategic messages in areas like HR, sustainability, and corporate strategy with greater impact.
- **Product Demonstrations:** Showcase new products and features through clear, AI-generated video guides.

### Krister Karjalainen, CEO at Qbrick, comments:

*"To strengthen their competitiveness, companies today must be able to deliver complex messages in an efficient, personalized, and scalable way. Our new AI avatar video platform makes this possible while reducing production costs and enabling content delivery in just minutes."*

### Niklas Hagelroth, CTO at Qbrick, comments:

*"We developed the solution with a focus on security, user-friendliness, and technical scalability. One key area has been interactivity, which our customers have clearly requested. With the addition of AI technology, we are now taking the next big step to further simplify and streamline our customers' workflows. We see great opportunities for companies to create more engaging and effective communication at scale."*

**Press release**

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**Read more: <https://www.qbrick.com/ai-avatars/>**

\*) Source: The Business Research Company, 2025.

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**About Qbrick**

Qbrick AB (publ) is a Swedish company founded in 1999 that provides SaaS-based software solutions for video and film production to businesses, public authorities, and the gaming industry. The company offers a cloud-based technical platform that enables customers to create, edit, store, and distribute live and pre-recorded video content. Qbrick also develops interactive services that allow viewers to engage with broadcasts, such as video shopping, live events, or financial corporate communication. The company's video platform currently generates monthly revenue from approximately 100 corporate clients. Qbrick has wholly owned subsidiaries operating in Sweden, Norway, Denmark, and Finland. The company's headquarters are located in Stockholm. Qbrick's shares are listed on the NGM Nordic SME exchange.

For more information, visit Qbrick's website: **[www.qbrick.com](http://www.qbrick.com)**