

Press release

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Qbrick Launches Pulse: An AI-Native Learning Platform to Democratize Learning for Every Organization

Qbrick AB (publ), the leading Nordic platform for video and digital communication, today announced the launch of Qbrick Pulse – an AI-native learning platform that helps organizations create, translate, distribute, and track training at scale.

By combining AI, video, and microlearning, Pulse makes advanced corporate learning accessible, scalable, and cost-effective for organizations of all sizes.

The launch of Pulse is a key part of Qbrick's strategy to expand into learning and workforce development. Through its Qbrick Education business area, the company is focused on helping organizations create, distribute, and measure learning in a more efficient, engaging, and cost-effective way.

Over the past several years, Qbrick has developed learning solutions together with customers across both the public and private sectors. Today, the company serves multiple customers in education, workforce development, and corporate training. With the launch of Pulse, these experiences have been brought together into a scalable platform that is now being offered to both existing and new customers.

The global EdTech market is growing rapidly, driven by increasing demand for AI-powered, scalable, and measurable learning solutions for onboarding, workforce development, and compliance training.

Krister Karjalainen, CEO of Qbrick AB, comments:

"We have spent several years working with customers in education, workforce development, and corporate learning, and have seen a growing need for more engaging, scalable, and measurable learning solutions. Pulse is the result of these experiences and our commitment to AI-powered learning. Skills and knowledge are among the most important competitive advantages a company can have today. With Pulse, we use AI to make learning easier to create, distribute, and track – regardless of the size of the organization. Our vision is to democratize learning for every organization and help companies develop their people faster in a world that is changing at an unprecedented



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pace. We are excited to bring this platform to market and make it available to both existing and new customers"

Pulse combines AI-generated course creation, video-based learning, translation, certifications, and analytics in a single integrated platform, enabling organizations to create and deliver training in multiple languages with full visibility into learning outcomes. The platform helps organizations improve learning efficiency, increase engagement, and ensure that training is actually completed. Through the AI-powered learning assistant, Pulse AI, every learner receives a more personalized experience through tailored recommendations, guidance, and support based on individual needs and goals.

Initially, the company will focus on the Nordic market, with ambitions to expand the offering to customers and partners across Europe.

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About Qbrick

Qbrick AB (publ) is a Swedish SaaS and AI company specializing in video communication. The company offers a cloud-based platform that serves as a central infrastructure for video communication, enabling businesses and organizations to create, manage, and distribute live and pre-recorded video at scale in a secure and highly compliant manner, supported by AI and interactive features. The platform is used for both internal and external communication flows, such as financial communication, training, sales and presentation materials, and live events. Qbrick was founded in 1999 and is headquartered in Stockholm. The company has wholly owned subsidiaries in Sweden, Norway, Denmark, and Finland. Its headquarters are located in Stockholm, and the company's shares are listed on the NGM Growth Market.

For more information, visit www.qbrick.com

Links

Qbrick Pulse