

Press release

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Qbrick AB Launches AI Avatar for Editorial Video Production Together with Bonnier News

First up in the collaboration are the trade magazines Market and Dagligvarunytt, which together with Qbrick are launching an AI-generated avatar of Editor-In-Chief Fredrik Svedjetun. The digital avatar - called "Avatar-Fredrik" - will regularly summarize the most important news in a new video format that is distributed in the newspapers' own and social channels.

The initiative fits well with Bonnier News' work to explore how AI technology can be used to support daily editorial work. With the help of Qbrick's platform, the editorial team can create high-quality videos faster, more cost-effectively and on a significantly larger scale than before. The format also enables clickable links directly in the video, which lead the viewer to in-depth articles.

Krister Karjalainen, CEO of Qbrick, comments:

"We are pleased to announce this collaboration with Bonnier News to explore how AI can drive efficiencies in editorial production. With the help of our AI video platform, companies and editorial teams can create professional content faster, more cost-effectively and on a larger scale than ever before."

Fredrik Svedjetun, Editor-in-Chief of Market and Dagligvarunytt, comments:

"It is incredible what opportunities AI already offers today. In the long term, I believe that the technology will revolutionize much of editorial work - especially for smaller editorial teams with limited resources. We want to free up time for journalism, but also open up new commercial opportunities with a video format that enables advertising and sponsorship."

Read the article at Market and see Avatar-Fredrik here (in Swedish): **<https://www.market.se/affarsnyheter/affarsutveckling/market-borjar-med-ai-for-video-viktigt-utforska-mojligheterna/>**

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About Qbrick AB

Qbrick offers a complete video platform for companies and organizations that want to communicate, educate and engage through video. With over 20 years of experience, Qbrick helps its customers deliver secure, interactive and data-driven video experiences - from live broadcasts to e-learning and video management. Qbrick today has wholly-owned subsidiaries with operations in Sweden, Norway, Denmark and

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Finland. The headquarters are located in Stockholm. Qbrick's shares are listed on NGM Nordic SME.

For more information, see **www.qbrick.com**