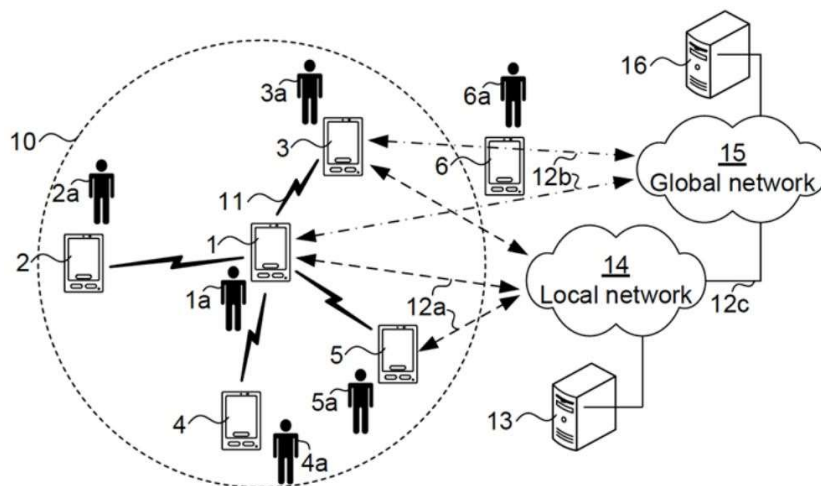


## Crunchfish receives its first US patent in the proximity area

**Nasdaq First North-listed Crunchfish has been notified by the United States Patent and Trademark Office (USPTO) that patent application 15 / 524,690 will be granted shortly. The patent protects broad and fundamental functionality when proximity-based interaction is applied in social applications. The patent becomes Crunchfish's first U.S. patent in the proximity area. The patent is valid until November 2034 and has previously been granted in Sweden. Applications in Europe and China have also been submitted.**

The technology of Crunchfish's patent is implemented in the company's software aBubl<sup>f</sup>, which enables mobile users to identify and communicate with others in the close proximity. aBubl<sup>f</sup> can be integrated into any iOS or Android app on the market and also supports communication between operating systems. This patent protects fundamental proximity-based identification of mobile users in order to enable communication with an individual or subgroup of mobile users, which is useful in many contexts within social media, store marketing, dating, conferences and games.



The patent protects the functionality of a mobile user identifying which ones are nearby and then selectively communicates with any individual or subgroup of mobile users.

"This patent protects how proximity-based interaction is applied in social applications. Getting this fundamental patent on the US market is commercially interesting, as many of the world's largest application companies come from the United States," says Joachim Samuelsson, Chairman of Crunchfish, and also responsible for the company's IP portfolio.



### **Crunchfish's patent portfolio**

Crunchfish has, at national and international level, 58 active patents and patent applications in two technology areas - gesture and proximity. There are 11 unique inventions in hand control, of which 10 have been granted patents and 18 unique inventions within proximity of which 11 have been granted. The company owns all its patents and patent applications without limitation.

Crunchfish's strategy is to protect the company's technology in all geographic important markets. The company intends to expand its patent portfolio continuously to targeted markets and by new innovations within both gesture control and Augmented Reality.

### **For further information, please contact:**

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### **About Crunchfish**

Crunchfish develops and markets Augmented Reality technology for m-commerce and industrial and social applications. Our software makes it possible to control electronics with gestures and enables AR in any third-party application. Crunchfish's technologies are licensed to both hardware manufacturers and application developers and are currently available in devices and applications from global players. Crunchfish is listed on Nasdaq First North since 2016. The company was founded in 2010 and is based in Sweden. Visit [crunchfish.com](http://crunchfish.com) for more information.