

## Crunchfish signs agreement for a Proof-of-Concept project in a new business segment

**Crunchfish has today signed a development agreement with a customer in Asia Pacific to develop a Proof-of-Concept (POC) with Crunchfish's latest gesture technology. The project will be implemented during Q4 2021 with the goal of showing the results at a trade fair in the first quarter of 2022.**

The customer is based in Asia Pacific and develops solutions for the AI technology industry with customers all over the world. To ensure a good technology fit and a market interest, the parties will work together to develop a POC that enables interaction in a car using hand gestures. Both companies' technologies will be built together into a joint solution before an event during the first quarter of 2022.

For reasons of confidentiality, it is currently not possible to disclose the company name, but hopefully a successful joint POC project will lead to an official announcement of the collaboration. Revenues for the project are not fixed but estimated at around 53kUSD where Crunchfish will be able to charge for time and materials. A successful project can lead to greater revenue.

*"We are very excited about this project since it can open up a new business segment for our gesture interaction technology. The global AI technology industry is changing rapidly, which requires new innovative solutions. It is therefore an exciting business to get involved in", says Joakim Nydemark, CEO of Crunchfish Gesture Interaction*

**For more information, please contact:**

Joakim Nydemark, CEO of Crunchfish Gesture Interaction AB  
+46 706 35 16 09  
[joakim.nydemark@crunchfish.com](mailto:joakim.nydemark@crunchfish.com)

Joachim Samuelsson, CEO of Crunchfish AB  
+46 708 46 47 88  
[joachim.samuelsson@crunchfish.com](mailto:joachim.samuelsson@crunchfish.com)

Västra Hamnen Corporate Finance AB is the Certified Adviser. Email: [ca@vhcorp.se](mailto:ca@vhcorp.se). Telephone +46 40 200 250.

**About Crunchfish – [crunchfish.com](http://crunchfish.com)**

Crunchfish is a technical pioneer with solution areas Digital Cash and Gesture Interaction.

Digital Cash payments is a two-step payment process, first clearing offline followed by online settlement.

Gesture Interaction enable touchless interaction with devices without touching displays or physical buttons.

Crunchfish is listed on Nasdaq First North Growth Market since 2016, with headquarters in Malmö, Sweden and with representation in India.