

# Bambuser launches the next generation of Live Video Shopping – offers scalable solution without the requirement for integration with e-commerce platform

Bambuser launches the next generation of its flagship product Live Video Shopping, which among other things opens up the opportunity for new customers to get started much faster and without the need for an integration to the e-commerce platform.



Bambuser AB has been a pioneer in mobile live streaming since 2007. On September 26, 2019, the new product Live Video Shopping was launched, an interactive software aimed primarily at retail and e-commerce companies who want to sell their products or services via live streaming, and interact with their customers in real time. Live Video Shopping is the first comprehensive solution in the Western world for a shopping-integrated interactive video that can be implemented on customers' own platforms.

Since its launch, Bambuser has entered into new customer agreements with a number of established brands and e-commerce companies globally. During the ongoing pandemic, Live Video Shopping has been highlighted in the media as a new strong trend in the e-commerce industry, both in Sweden as well as the rest of Europe and the US.

Bambuser today announces that the company has launched the next generation of Live Video Shopping, which is a significant extension of the flagship product with the aim of creating an integrated and frictionless experience for customers' visitors, as well as facilitating onboarding and lowering the threshold for new customers.

A rollout of the new generation of Live Video Shopping is now underway to deliver a smooth and intuitive user interface without affecting site load times. Among the big news is that Bambuser's customers will in future be able to activate a minimized video player, which enables viewers to browse the e-retailer's website, find other information or find related products without having to leave the live stream itself. The live stream thus becomes a natural and seamless part of the overall user experience.

*- The increased demand for Live Video Shopping requires a clear focus on scalability from us and we want to enable all e-retailers, large and small, to quickly get started and meet their customers live with an experience they can make for their own, says Jesper Funck, Chief Product Officer at Bambuser.*

To date, Live Video Shopping has required a tailor-made integration with the customer's e-commerce platform to work. The new generation offers an alternative for new customers to get started much faster and without the need for a connection to the e-commerce platform. A gradual rollout of the new Live Video Shopping will take place in the near future, starting today.

*This is information that Bambuser AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was sent for publication, through the agency of the contact persons set out below, on 28 May 2020.*

#### Contact information

Maryam Ghahremani, CEO | +46 8 400 160 02 | [maryam@bambuser.com](mailto:maryam@bambuser.com)  
or visit [bambuser.com/ir](http://bambuser.com/ir)

#### Certified Adviser

Erik Penser Bank AB | +46 8 463 83 00 | [certifiedadviser@penser.se](mailto:certifiedadviser@penser.se)

**Bambuser** was founded in 2007 as the world's first company with a platform for interactive mobile live video broadcasting and is a leading supplier in the live video segment. In 2019, Bambuser introduced Live Video Shopping, which enables live shopping directly on the brand's website. Bambuser is listed on the Nasdaq First North Growth Market and is headquartered in Stockholm.