



Pressrelease 2021-01-22

## Irisity recruits Marketing Specialist

Irisity AB (publ) has recruited Maria Behrns as new Marketing Specialist.

Maria's primary task as Marketing Specialist is to strengthen the Irisity brand world wide and increase presence on social platforms as well as other marketing channels.

Maria most recently worked as marketer for B2B trade shows and has a broad experience from multiple industry sectors. With a degree from the international marketing program at Halmstad University and experience from working abroad Maria will bring strong international communication skills, creativity, and strategic thinking to the Irisity team.

- "We're very happy to welcome Maria to the team and are confident that she will spread the Irisity brand and our focus on state-of-the art, ethical video surveillance around the globe", comments Victor Hagelbäck, Chief Product Officer, Irisity

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**IRISITY**

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#### About Irisity

Irisity AB (publ) is a leader in intelligent camera surveillance. Using AI and proactive, self-learning algorithms, powered by machine learning, we upgrade both existing and new surveillance cameras and monitoring systems from passive to proactive alarming devices. IRIS™, Irisity's fully cloud based SaaS solution, turns attention on true events rather than false alarms. Irisity's high-precision algorithms detect human activity at long distances during all light conditions down to few pixels only.

IRIS™ currently serves a wide range of security applications for hundreds of clients throughout Scandinavia and internationally protecting thousands of security assets.

The Irisity AB (publ) share is listed on Nasdaq First North Growth Market, with the ticker IRIS

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