

Irisity announces the opening of its UAE office.

Irisity AB (publ), leading AI video analytics provider, continues its international expansion with the appointment of Marc Sanders as Sales Director for GCC, based in Abu-Dhabi, UAE.

We continue our international expansion, opening the new sales office in the United Arab Emirates. The office, based in Abu-Dhabi, will be headed by Marc Sanders who will be responsible for managing the company's sales activities in the Gulf Cooperation Council (GCC) countries – Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and UAE.

"We are thrilled with the opening of a dedicated sales office in the UAE and the appointment of a well-recognized and accomplished security professional as Marc Sanders. We believe our vast product offering will suit the needs of customers across multiple verticals including smart city, transportation safety, school security and elderly care", comments Marcus Backlund, Irisity CEO.

Sanders brings over a decade of sales and technical experience in security systems, video, and AI applications, previously holding positions of Technical Sales Manager for Briefcam in GCC and Systems Applications Manager of Abu-Dhabi Monitoring and Control Center.

"I'm very excited to join Irisity and be part of its international expansion initiative. Through my work in the GCC over the past decade I've seen the market for AI video analytics grow and it is starving for mature and comprehensive solutions that Irisity and Agent Vi can now offer", commented Marc Sanders, Irisity Sales Director GCC.

The UAE sales office will serve customers across the GCC region and will offer the comprehensive AI video analytics products from Irisity's portfolio, including products from recently acquired Agent Vi.

The new UAE office is the fifth office within the Irisity Group, in addition to the offices in Sweden, Israel, USA and Singapore.

For further information:

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About Irisity

Irisity is a leading provider of AI-powered video analytics solutions. We develop deep learning-based algorithms upgrading security cameras into intelligent detection devices, while safeguarding personal integrity.

Irisity's patented solution IRIS™ can be integrated into any new or existing camera infrastructure, installed directly into the camera, on server or in the cloud, to safeguarding people and assets. IRIS™ detects a wide range of unwanted behaviors and events including, intrusions, flames, violence, falls, loitering, unattended objects, wrong directional movement, breaches of social distancing regulations, as well as unusual situations. IRIS™ product portfolio includes solutions on asset protection, traffic management, and forensic search capabilities for a broad spectrum of industries such as safe cities, education, transportation, infrastructure, and the security industry. All IRIS™ functionality is available with our patented real-time anonymization, ensuring GDPR and US NDA act compliance and ethical safeguarding.

Irisity currently serve customers in more than 90 countries and has offices in Sweden, USA, Singapore, UAE and Israel, and operates through a network of resellers, partners, security companies, and camera manufacturers globally.

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