

Precise enters the Norwegian visitor management system market

Precise Biometrics, a global pioneer in cybersecurity and biometrics, expands its presence by strengthening its sales organization to include Norway, further growing the market reach for the company's visitor management system.

Precise sees a rapidly growing demand for its visitor management system, both in Sweden and internationally. The company has also seen many existing customers expanding the solution to additional offices, including Norwegian locations.

To facilitate the expansion, Precise is adding dedicated Norwegian sales development resources. These new team members will work alongside Precise's existing sales team to ensure a seamless market entry and optimized costs. The goal is to accelerate demand generation and build a strong local partner network.

YOUNiQ Visit by EastCoast is a leading visitor management system used by over 800 organizations across the Nordics, including Alfa Laval, Assa Abloy, Capgemini, Helsingborgs stad, Nordnet, Sodexo, Telia, and many more. The expansion into Norway is a strategic move to build on the system's success and establish a stronger foothold in the region.

The demands placed on visitor management systems today are increasing as visitor management becomes more demanding and the security agenda more central. YOUNiQ Visit by EastCoast is a cloud-based solution that enables rapid implementation, scalability, seamless usability, and high security. The solution is available with standard tablet hardware or as a pure software based option, the latter being well-suited for smaller organizations or those requiring an expedited implementation.

YOUNiQ Visit by EastCoast offers standard functionality for an exceptional visitor experience, along with optional add-on features such as biometric authentication, package delivery, verified identities, access system integrations, single sign-on (SSO), and more.

Joakim Nydemark, CEO at Precise Biometrics, comments:

“Our expansion into Norway is a milestone and a natural step in our growth strategy. With the addition of Norwegian sales resources, we are well-positioned to introduce YOUNiQ Visit to a broader audience and provide organizations in Norway with a modern visitor management system.”

Contacts

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About Us

Precise Biometrics AB (publ) ("Precise"), is a global pioneer in biometrics and cybersecurity. The biometric recognition solution suite today includes fingerprint, face, and palm recognition algorithm products along with turnkey solutions for visitor management (YOUNiQ Visit by EastCoast) and biometric access management (YOUNiQ Access).

Precise's premium biometric recognition solutions is used in mobiles, laptops, security tokens and smart locks, as well as automotive applications for in-car payments, driver authentication, and personalized settings and access. Precise also offer visitor management and physical biometric access control solutions.

Precise operates through two business units, Digital Identity and Biometric Technologies, and the company has offices in Lund (HQ) and Stockholm, Sweden, Potsdam NY, USA, Seoul, South Korea, Taipei, Taiwan, and Shanghai, China. Precise is a public company with shares listed on Nasdaq Stockholm (PREC). Learn more at www.precisebiometrics.com.

Attachments

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