

## Blueice Research heads to Silicon Valley to promote Swedish mobile technology

**Stockholm based Blueice Research has been chosen by the Swedish Office of Science and Technology to partake in the Mobile Vision Venture in Silicon Valley on October 17. MVV is a forum where American companies and investors have the opportunity to meet some of the most interesting Swedish start-ups within the area of mobile Internet. Blueice Research is an IT security company that develops products for securing transactions on the mobile Internet.**

The competition between Swedish start-ups for a place to represent Sweden in MVV was fierce. Those judging the competitors were not just Swedish but also American investment bankers. An important criterion in this judgment was the ability of the chosen companies to be able to establish and assert themselves on the American market.

- The Mobile Vision Venture forum is an excellent arena for us to make new strategic contacts both with potential partners and financiers. Our ambition is to establish ourselves on the North American market as soon as possible so this is a good step in that direction, says Thomas Holmström, CEO of Blueice Research AB.

The hosting of the Mobile Vision Venture is being shared between American investment bankers, venture capital companies and the Swedish Office of Science and Technology. The forum is sponsored by, amongst others, Red Herring magazine that has recently written about Stockholm due to the world leading development position the Scandinavian region holds within the area of mobile Internet.

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*Blueice Research AB is a young and expansive development company specialized in mobile Internet security. Blueice Research AB develops software for safe and secure identification, digital signatures and digital receipts, as well as providing unique, integrated security solutions for B2B and B2C companies. From its head office in Stockholm, Sweden, Blueice Research AB is operational in the European marketplace.*