

Press release



For immediate release

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Cybercom develops new apps for SF Bio

Cybercom developed SF Bio's new mobile services, which are now live at the Android Market and Apple App Store.

SF Bio's current iPhone app has been downloaded more than 650,000 times, making it one of Sweden's most popular applications. The total user experience is being further improved in the new app, released today, and new features have been added. A similar Android app is being released simultaneously.

"Seven out of ten cinema tickets are booked via the internet," says Christoffer Cederschiöld, business area manager for new media at SF Bio. "We're feeling the pressure, so we want to build for the future. We want a new digital identity."

"The most important function in the new app is that you can choose your own seat," says Cederschiöld. "It's a feature that's been in high demand from our customers."

SF Bio has also added features like coupon offers to provide customers with more added value.

"It's incredibly exciting to be involved in helping SF Bio with their biggest mobile initiative ever," says Therese Andersson, account manager for SF Bio at Cybercom.

Cybercom developed the apps in collaboration with Mobiento, a consultancy that was responsible for the graphic design. Cybercom also handles service and support for SF Bio's mobile services.

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About Cybercom. The Cybercom Group is a high-tech consultancy that offers global sourcing for end-to-end solutions. The Group established itself as a world-class supplier in these segments: security, portal solutions, mobile services, and embedded systems. The Group employs 1,700 persons and runs projects worldwide. Cybercom has 22 offices in 10 countries. Since 1999, Cybercom's share has been quoted on the NASDAQ OMX Nordic Exchange. Find out more at: www.cybercom.com.