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Optidev Acquires Blinken eFront to Strengthen Its Market Position in Norway

Optidev AB, a Swedish innovator in "rugged mobility solutions" that enable traceability, real-time accessibility, and data capture, has acquired the Norwegian company Blinken eFront AS.

In recent years, Optidev has increased its focus on mobility, providing great value-add and customized solutions based on its unique TrueMobile platform.

With a proven track record in the transport, logistics, and passenger traffic sectors, Optidev was looking to expand its investment in the Norwegian market. The acquisition of Blinken eFront is an important step to realize this goal.

Blinken eFront was founded in 2003 and has provided thousands of robust IT solutions to Norwegian and Nordic customers.

Blinken eFront has a broad market focus with customers in sectors such as offshore and energy, logistics, defense, ambulance services, and other first responders with several large accounts where synergies with Optidev will be significant.

- Blinken eFront's market share and focus on ambulance services in the Nordic market was particularly interesting, says Fredrik Logenius, CEO of Optidev. Optidev's solutions deliver real-time data capture and traceability, systems integration, and increased data security; features that are all critical for health care providers.

Among Optidev's customers are logistics giants such as Postnord, Schenker, and DHL. Blinken eFront's customers include the Kongsberg Group, Bring, Flir, and SAAB as well as many users in the healthcare sector.

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Optidev AB is headquartered in Borås, Sweden with branch offices in Öresund, Stockholm and Oslo. The company employs 70 people in the Nordic region. The company predicts 130 million SEK in revenue with continuously good profitability in 2017. In addition to Norway, Optidev is also extending its focus on the Danish market.

Visit www.optidev.se for more information.