

Press release



To the editor

February 17, 2016

Meet us and the connected sewing machine at MWC Barcelona

Visit Cybercom at the Mobile World Congress on February 22-25 to see business development in IoT at its most ingenious and unexpected, and when it makes simplicity a given. We will be presenting products and services that create new business models.

When does being connected (IoT) create business benefits? How can a product owner make use of all the opportunities generated by new technology? Are the product and customer experience improved, and is that enough? Or can new business models be created and new markets conquered?

“It doesn’t start with the product or the Internet, it starts with the end user and their needs,” says Magnus Karlsson, Director Advisory Services, Cybercom. “We are very pleased to present our customer SVP Worldwide’s new top-of-the-line embroidery sewing machine, with internet connection as one of its most important features.”

We look forward to welcoming you to Cybercom’s stand, 5J51, in Hall 5 at the MWC on February 22-25, where we will present the HUSQVARNA VIKING® DESIGNER EPIC® Made for Sewers, by Sewers™ innovative sewing machine, and the concept behind the success.

“SVP Worldwide is the world's largest manufacturer of home sewing machines. Its HUSQVARNA VIKING® DESIGNER EPIC® is the first sewing and embroidery machine connected to the Internet. It has a tablet-like display, WiFi and many innovative features. The WiFi functionality allows the owner to store embroidery in a cloud service, and information can be sent directly to the machine and the customer. The machine software can be updated automatically. It’s a success,” says Manne Alzén, Client Account Manager, Cybercom.

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Mobile World Congress in Barcelona 22-25 February 2016

Cybercom will demo successful IoT client cases and present connectivity offerings focusing on:

- Advisory Services
- Managed Cloud Services
- Secure Connectivity
- IoT
- Cybercom blueGO
- Xfocus (Customer Experience Management)

Visit us, book a meeting or join our guided MWC tour,

<http://www.cybercom.com/About-Cybercom/Events-and-seminars/mobile-world-congress-2016-in-barcelona/>

About Cybercom

Cybercom is an IT consultant that assists leading companies and organisations to benefit from the opportunities of the connected world. Each individual employee is a win for us. It is our employees who drive forward Cybercom's development. Our consultants, and the solutions we create, take us all the way from Östersund to the Caribbean islands, via the UN Global Compact, driverless cars, national electronic identification and connected elevators. The company's areas of expertise span the entire ecosystem of communications services. Cybercom's domestic market is the Nordic region, and in addition the company offers global delivery capacity for local and international business. Cybercom was founded in 1995. Find out more at www.cybercom.se.