



Innovation for Growth

Press release January 23, 2014

New manager at Prevas in Gothenburg

On March 17, 2014, Prevas in Gothenburg will be joined by Mikael Bedemo as the new Business Unit manager for Product Development/Embedded Systems.

Mikael has worked in IT/embedded systems since 1998, and held several different positions. He most recently worked at Konsultbolag 1 Väst in Sweden as the CEO. He has successfully built up and run two quality assurance consulting firms since 2006, and he also actively worked as a consultant for several years.

"Taking on this role at Prevas feels like a natural step for me, and something I very much look forward to. Gothenburg is an exciting global market with a lot going on. I feel like Prevas has the type of profile that many customers are looking for today, and it is going to be very invigorating to help Prevas develop in the region," says Mikael Bedemo.

"We warmly welcome Mikael to Prevas. There continues to be a clear trend of placing a growing number of embedded systems in industrial and commercial products. This combined with our skilled employees and our technical and industry segment know-how means we can continue helping our customers achieve success in their markets," says Jonas Mann, Business Area Manager Product Development at Prevas.

The industry is faced with major challenges. Increasing global competition and rapid development of technology means companies have to create innovative solutions to stay competitive. Prevas is a leader in the areas of software, electronics and mechatronics for embedded systems. Our job is to provide solutions that help our customers speed up their rate of innovation as well as serve as a strategic partner in the development of market-leading products. By working closely with our customers, we have, for example, helped them develop lifesaving and sustainable products.

For more information and follow-up:

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About Prevas

As the market leader in embedded systems and industrial IT, Prevas contributes by providing innovations that create growth. Prevas was founded in 1985, and the company is the main supplier and development partner to leading companies in industries such as life science, telecommunications, automotive, defense, energy and engineering. Offices are located in Sweden, Denmark, Norway and India. The company has approximately 600 employees. Prevas has been listed on the NASDAQ OMX Nordic Exchange Stockholm since 1998. For more information, see www.prevas.se.