

Phase One and Boston Announce Partnership for strong Drone Imaging collaboration in the Nordics

COPENHAGEN, September 14th, 2023 – Phase One, a leading developer of digital imaging technologies, has announced the partnership with Boston, a renowned distributor of drones in the Nordic region. The strategic alliance seeks to enhance the Nordic market's access to outstanding drone-payload solutions, empowering customers to enjoy unparalleled image quality, optimal productivity, and seamless data acquisition without any compromises.

As a trusted distributor, Boston brings extensive expertise and a strong reputation for delivering cutting-edge technology solutions to its clients. With a well-established network and a deep understanding of the Nordic market, Boston is the ideal partner for Phase One.

CEO of Phase One, Henrik Håkonsson, said: "We are delighted to kick off our partnership with Boston. The venture marks an important moment for Phase One as we build on our commitment to our partners and customers across the Nordics. Together with Boston, we look forward to exploring the many new opportunities across demanding business segments such as critical infrastructure inspection and mapping.

"We are excited to be distributor for Phase One's imaging solutions in the Nordic countries," said Boston's Owner Christian Banzhaf. "Their commitment to innovation and excellence aligns perfectly with our own values. Together, we will deliver the latest technologies and unparalleled service to our customers in the region."

About Phase One

Phase One A/S is a leading researcher, developer and manufacturer of medium- and large-format digital cameras and imaging systems. Phase One has pioneered development of digital photography technology since 1994. The company has developed core imaging technologies and a range of digital cameras and imaging modules, providing the world's highest image quality in terms of resolution, dynamic range, color fidelity and geometric accuracy. Phase One has grown to become the leading provider of high-end imaging technology across many demanding business segments, such as space imaging, aerial mapping, industrial inspection, and heritage digitization, as well as serving the world's most demanding professional photographers.

Based in Copenhagen, Denmark, and with regional offices in New York, Denver, Cologne, Tel Aviv, Tokyo, Beijing, Shanghai, and Hong Kong, Phase One nurtures long-term relationships with customers, technology partners and its global network of distributors, often playing the role of digital

imaging partner to customers with unique requirements. It is with this passion for service that Phase One continually exceeds expectations and drives the imaging industry forward.

www.phaseone.com

For more information, contact:

Name Anna Mössner

Email amo@phaseone.com

About Boston

Boston is the largest distributor of drones for both commercial and private use in the Nordics. Drones from both DJI, Wingtra and Parrot are essential parts of their product.

As a distributor of Consumer Electronics Boston collaborate with partners and resellers throughout the Nordic region. And with our logistic expertise, products are delivered day by day during weekdays.

Commercially, together with their partners, Boston offers complete Drone Solutions to authorities, municipalities and companies large and small. In addition to the drones themselves, it encompasses accessories/payloads and software, configuration and service of the drones. And holistically to provide a complete Drone Solution it also entails professional advice and guidance as to ensure the right Drone Solution, one that meets all requirements and solves the task.

As a company, Boston is a value-adding partner who are experts within their domain. They contribute with both vast industry knowledge and experience, but also an impressive local market knowledge and network. In short, Boston has both the products, the experience, the network and the expertise.

www.boston.dk

Graphic Caption:

Phase One and Boston join forces to strengthen collaboration in the Nordic Region