

PRESS RELEASE

AT RENNES, 26TH JUNE 2018

The Tesla logo, consisting of the word "TESLA" in a bold, black, sans-serif font.

SMARTVISER, AUTOMATED TESTING EXPERT AND INNOVATIVE SERBIAN SMARTPHONE MANUFACTURER TESLA ARE NOW WORKING TOGETHER TO DELIVER SUPERIOR PRODUCTS TO INTERNATIONAL MARKETS

SmartViser becomes Tesla's automated testing solutions provider, in support of their plans to exceed their customers' expectations with high quality products.

After a productive first meeting during the Mobile World Congress of Barcelona, SmartViser and Tesla decided to work together. SmartViser's expertise and the alignment of the two companies' visions, fine-tuned in their early exchanges, has quickly convinced Tesla that automated testing solutions can optimize their mobile and portable devices' performance most effectively.

Tesla, the innovative Serbian producer of smartphones and tablets, is presently focused on securing its presence in select country markets in Europe and Africa. The company is planning to announce availability in more countries, where it will compete against entrenched global brands.

This is why SmartViser will now support Tesla in its ambition to optimize testing of its devices, in order to meet and exceed international customers' expectations in terms of performance and user experience.

Željko Djurić, Tesla's Head of Research & Development department, welcomes the partnership: "Thanks to SmartViser's solutions, our testing team will focus on what matters most for our end users. We want to ensure we deliver the highest quality devices for our global market."

SmartViser has targeted the international market since it has been founded. It is now one step closer to establishing a presence in the entire European market, thanks to its first entry into the Balkan region, with Tesla.

"This new collaboration with Tesla highlights the need for automation solutions globally. It's a very positive news, one that encourages our company to pursue its efforts to go further in our global ambition", says Gilles Ricordel, SmartViser's CEO.



ABOUT SMARTVISER.

Founded in 2014, SmartViser is the forerunner of embedded testing solution for smartphones, tablets and networks, based on the virtual user concept. SmartViser evolves into B2B market and is dedicated to network operators, mobile manufacturers, retailers, benchmark experts and all organizations that evaluate Customer Experience, (devices and networks).

To this date SmartVisers' solutions have already conquered major telecom operators, mobile manufacturers, retailers and medias. The company's ambitions is to become the reference partner for connectivity challenges, based on its unique customer experience approach.





ABOUT TESLA.

Tesla brand, named after the Serbian-American inventor Nikola Tesla, is Comtrade Group's flagship foray into commercial electronics. Launched in 2014, it introduced to the Serbian market a quality tablet at an affordable price. A geographical expansion into other West Balkan markets, as well as an assortment of mobile phones, other tablets, TV sets and air conditioners, soon followed.

The brand is regionally recognized as a reliable and affordable alternative to products from market leaders. In recent years, it has diversified in all price categories. It is now present in 15 markets in Southeast Europe, with plans to expand into several new markets in Europe and Africa this year.

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