

BlueRush to Demonstrate Personalized Video Chatbot at FinovateFall 2018

TORONTO, Sept. 11, 2018 (GLOBE NEWSWIRE) -- BlueRush Inc. (“**BlueRush**” or the “**Company**”) (TSXV:BTV) has once again been invited to demonstrate its FinTech solution at the prestigious FinovateFall 2018 conference, to be held in September in New York City. BlueRush was selected to demonstrate because of its innovative market offerings that drive digital engagement and enhanced personalization for financial institutions looking to increase revenue. For this conference, BlueRush is excited to debut the new chatbot functionality of its proprietary personalized video platform, IndiVideo.

The conference series brings together both FinTech and financial service providers to showcase the best in financial thought leadership and digital innovation. Finovate’s unique demo-only format ensures all presentations display real-time functionality of each digital product. Ted Mercer, BlueRush VP Sales, notes, “IndiVideo creates a dynamic visual experience, delighting conference audiences with its powerful storytelling and personalization technology. We’re excited to experience the audience’s enthusiasm when we demonstrate our new chatbot integration.”

“Each year we receive submissions from companies looking to demonstrate cutting-edge banking, financial and payment technology,” said Greg Palmer, VP of Finovate. “Those selected to demo at Finovate represent the very best of FinTech, and we’re pleased to have IndiVideo in this year’s lineup. Their new chatbot integration has a good chance of being an audience favorite.”

BlueRush will take the stage and demonstrate IndiVideo during demo Session 4 of FinovateFall on September 24. For a one-on-one personalized demo, visit BlueRush’s booth at FinovateFall, or contact the Company directly at <https://bluerush.com/en/request-a-demo.html>.

About BlueRush Inc. and IndiVideo

BlueRush Inc. is uniquely positioned within the online video market. Video is the fastest growing online content segment, with leading analysts predicting that more than 80% of content will be consumed as video by 2021. BlueRush develops and markets a disruptive interactive and personalized video platform called IndiVideo. IndiVideo utilizes proprietary technology that allows for two unique advantages over competitors’ personalized video technologies: (1) lower cost to mass-scale personalized videos; and (2) ability to deploy behind any corporate firewall for increased security. These advantages are critical because they allow marketing departments to control their distribution costs, and because deploying behind the firewall provides increased security as well as greater connectivity to client data.

BlueRush has a particular focus on delivering measurable value to the Financial Services vertical in areas such as mortgage, loan and credit card origination, as well as supporting Pension Fund and Insurance use cases. IndiVideo is integrated with BlueRush’s SaaS-based content engagement platform, DigitalReach, which delivers improved sales conversion metrics for more than 75,000 financial advisors in some of the world’s most respected financial institutions. The combination of IndiVideo and DigitalReach is unique in the marketplace and provides BlueRush with a differentiated value proposition. For more information, please visit www.bluerush.com.

About Finovate

FinovateFall is a demo-based conference for innovative start-ups and established companies in the fields of banking and financial technology. Held in New York, NY, the event offers an insight-packed glimpse into the future of money via a fast-paced, intimate and unique format. The event is organized by The Finovate Group. For more information on the event, or to view videos of previous demos, please visit www.finovate.com.

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