



## **ZetaDisplay: Marketmedia has signed a nationwide Digital Signage contract with Alko in Finland**

April 20, 2015

Sweden, 2015-04-20 11:23 CEST (GLOBE NEWSWIRE) --

Marketmedia Finland, part of the ZetaDisplay Group, has signed a comprehensive Digital signage deal with the National Alcohol company Alko Oy. Marketmedia was chosen as the Digital Signage partner by Alko after a successful test period in their new shop at Eteläinen Esplanadi in Helsinki.

Alko's business is based, above all, on creating a good service experience, in which the installed Digital Signage system will be an integral part. The new shop at Esplanadi has for example top-of-the-line LED-screens and touchscreen solutions to enhance the customer experience. Alko offers a varied and wide-ranging product selection and the Digital Signage solution offers Alko a possibility to serve customers better by enabling to tell more about their services and values. ZetaDisplay's comprehensive Zetaportal will be used by Marketmedia for material production and management.

Alko Oy is an independent limited company wholly-owned by the Finnish State and administered and supervised by the Ministry of Social Affairs and Health. Alko has a total of 350 shops and 107 order points that cover the whole of Finland. Alko had a total revenue of 1.180M€ and created 40M€ profit in 2014.

Marketmedia is part of the international ZetaDisplay Group. Together Marketmedia and ZetaDisplay Finland are Finland's largest supplier of Digital Signage, with over ten years of experience in the industry, over twenty employees and customers such as DNA, Veikkaus and Tikkurila.

ZetaDisplay is in an expansive phase and has positioned itself in the market by being able to show markedly improved customer communication and increased sales for its clients with the aid of the company's media platform for Last Meter Marketing and Digital Signage.

ZetaDisplay is a leading supplier of Last Meter Marketing and Digital Signage to major chains in the retailing and service sectors. The company has more than 50 employees, and sales offices located in Sweden, Denmark, Norway, Finland, Estonia and the Netherlands.

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### About ZetaDisplay

ZetaDisplay is a leading supplier of Digital Signage to major chains in the retailing and service sectors of the European market. The head office is in Sweden and there are sales offices located in Denmark, Norway, Finland, Estonia and the Netherlands. Since April 2011 the company's shares have been traded on NASDAQ OMX First North Premier, using the ZETA abbreviation. The Certified Adviser is Erik Penser Bankaktiebolag. More information can be found at <http://www.zetadisplay.com>

### About Digital Signage and multi-channel communication

ZetaDisplay defines Digital Signage as a system for advertising, profiling and retail store communication, which forwards audio, images and film related to retail stores and information in the public environment. A Swedish name for Digital Signage translates as digital retailing communications. Solutions based on digital displays form a large part of the market, but development is proceeding towards the utilisation of more digital channels to communicate customer offers and other information. This is a matter of solutions that are integrated into social media and web sites, and apps for smart mobile phones and tablets which create interaction with customers. Development is also progressing towards integrating solutions with retailers' cash desks for automatic price updating and the automatic switching of offers on the digital displays.