



Praktikertjänst signs agreement with ZetaDisplay for nationwide digital signage solutions

November 13, 2024

ZetaDisplay, a leading European full-service partner in digital signage solutions and systems, has signed a multi-year agreement with Praktikertjänst, one of Sweden's largest healthcare providers, for the development, establishment and operation of a complete new nationwide digital signage display network.

The agreement includes new installations of digital signage solutions at up to 1000 clinics and will operate fully on ZetaDisplay's proprietary software platform - Engage Suite. In addition, the agreement includes delivery of new screen hardware, service, operations and support for approximately 2500-3000 screens.

Mats Fogelberg, Director of Communications and Sustainability at Praktikertjänst, explains:

'After an extensive tender process, ZetaDisplay was selected after presenting the best overall solution for our needs. ZetaDisplay's team convinced us with their professionalism, commitment and understanding of the business. We are now looking forward to working together over the next few years to build a modern national digital signage network to further strengthen our brands in relation to the public, towards all of our 3 million patients and over 8,000 employees spread across the country.'

For ZetaDisplay, the new partnership means significant growth in the health care segment in the coming years.

'We are incredibly proud that Praktikertjänst chose us at ZetaDisplay. Praktikertjänst is one of Sweden's largest healthcare companies, well respected with Sweden's most satisfied patients and employees. It's a unique co-operative that is run and owned by those who provide healthcare.'

Together we look forward to building a customised digital signage network in the healthcare industry. Deployment is expected to last for about two years and will eventually cover thousands of new installations operated on ZetaDisplay's software solutions.', comments Robert Bryhn, Group CMO & Country Director for ZetaDisplay.

MALMÖ, ZETADISPLAY AB (PUBL) - 13 NOVEMBER 2024

For further information please contact:

Robert Bryhn, Group CMO & Country Director ZetaDisplay

Email: robert.bryhn@zetadisplay.com

Mats Fogelberg, Head of Communication & Sustainability Praktikertjänst

Email: mats.fogelberg@ptj.se

ABOUT ZETADISPLAY

20 years of leadership and innovation in digital signage.

ZetaDisplay was founded 2003 in Sweden as one of the early pioneers of digital signage. We are one of the leading European corporations in the digital signage market and a leading force in the European digital signage industry. Our proprietary software platform, digital business development and consulting services, innovative digital signage solutions, and creative concepts regularly inspire- influence and guide millions of people every day in retail environments, in restaurants, on advertising screens, in factories, on trains, on cruise ships, in stadiums, in workplaces and in all types of public spaces indoor and outdoor. ZetaDisplay is one of the largest leading European digital signage companies with direct operations in eight European countries and the US with 120,000 active installations in over 50 countries, across all major continents where we are the business partner of choice for many of the worlds most respected blue-chip brands and companies.

ZetaDisplay is based in Malmö-Sweden, has a turnover of SEK +500 million and employs approx. 240 co-workers. ZetaDisplay is owned by the investment company Hanover Investors.

More information at www.zetadisplay.com , www.ir.zetadisplay.com and www.hanoverinvestors.com

Attachments

- [Praktikertjänst contract win English pressrelease](#)
- [Praktikertjänst contract win Swedish pressrelease](#)