



## **ZetaDisplay signs agreement with Italian CISIM FOOD S.p.a**

ZetaDisplay has signed a contract with one of Italy's leading suppliers of catering, CISIM FOOD S.p.a. A larger first time trial installation has commenced at the Rome airport Aeroporto Internazionale Leonardo da Vinci, perhaps better known as Fiumicino. Fiumicino is one of the largest airports in Europe with more than 30 million passengers yearly. CISIM FOOD S.p.a is one of Italy's leading suppliers of catering, partly through their chain Piazzo di Spagna, controlling approximately 20 odd boutiques and restaurants on the airport premises in Rome. These boutiques and restaurants are all undergoing a renewal process.

- CISIM FOOD is undergoing a re-structural phase to renew their concept on the airport. We consider the agreement with ZetaDisplay and their product concepts very interesting. The reason for us choosing to work with ZetaDisplay is that they can show documented increases in sales when using their products, says Dr Mario Resca, responsible for CISIM FOOD and as Chairman for McDonald's in Italy.

ZetaDisplay is currently in an expanding phase and have during the last year received prestigious orders from detail consumer chains such as ICA Sverige AB, Nordsjö Ide & Design and Team Sportia. ZetaDisplay has positioned itself on the market for digital media by showing considerable increase in sales via their product concepts.

-We see this as an opening of a new market in Europe. After evaluating the market in Italy we received an inquiry from CISIM FOOD. We have already noticed "rings on the water" resulting in further inquiries from two large food-chains in Italy, says Martin Gullberg at ZetaDisplay.

ZetaDisplay offer an all-around solution that, aside from displays, give companies a method of designing and continuously updating their commercial message to be shown in their stores via the mobile network or while the boutique staff does not have to spend time on starting or updating the displays. The concept contains one or several displays with a built in player for commercial films and special offers. Different messages can be displayed in each display. The displays get their information wirelessly either by GPRS/3G or via WLAN. The message is presented on the displays as text, picture or film, with or without audio.