



ZetaDisplay signs a million Swedish crowns order with Euromaster in the Nordic countries

ZetaDisplay has earlier signed a co-operative agreement with Euromaster for the roll-out of the company's media platform for active store information, also known as Digital Signage, for their retail outlets and workshops in Sweden, Denmark and Finland.

Euromaster has now decided to expand its investment in Digital Signage and make a complete roll-out to parts of its Nordic chain, which in its first stage covers over one hundred retail stores and workshops in Sweden and Finland. ZetaDisplay sees this order as proof that Euromaster is satisfied with the service that the company provides.

Euromaster is a market leader in Europe and has a comprehensive network covering 10 European countries, with over 10 million tyres sold per year. Euromaster is owned by the Michelin Group.

ZetaDisplay is in an expansive phase and has positioned itself in the market by being able to show markedly increased sales and improving communication for its clients by means of the company's media platform for Digital Signage.

"It is always encouraging to develop alongside one's clients, and we are very pleased to have increased the number of our installations at Euromaster. We regard this order as confirmation that Euromaster is satisfied with our service, and not least the capacity that is gained by using our Digital Signage concept. It is also confirmation that our pan-Nordic efforts are being successful, whereby we supply our clients from our own local offices all over the Nordic countries," explains Leif Liljebrunn, CEO ZetaDisplay AB (publ).

ZetaDisplay is a leading supplier of Digital Signage within retailing and in public environments in the Nordic market. ZetaDisplay has about 40 employees and has continued in recent years to grow in Sweden, while having subsidiaries in Denmark, Norway and Finland.