



June 11, 2015

ZetaDisplay: New order from successful furniture chain worth about 3.5 MSEK

Sweden, 2015-06-11 14:00 CEST (GLOBE NEWSWIRE) --

Last year ZetaDisplay signed a collaboration agreement with a successful furniture chain for the supply of ZetaDisplay's media platform for Digital Signage and Last Meter Marketing. The client is a leading retail chain for furniture and interior design and who is also involved with e-commerce through online sales of their products.

ZetaDisplay estimates the value of the continued delivery in 2015 to an amount of about 3.5 MSEK.

- We are of course pleased to have received a new order from a renowned existing customer. Over the years, we have built up a strong position with our concept for Digital Signage and Last Meter Marketing. Through the collaboration, our customer has secured the opportunity of taking advantage of the latest technology with a future-proof CMS, says Leif Liljebrunn, CEO of ZetaDisplay AB (publ).

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.