



ZetaDisplay: To supply Digital Signage to the Arnolds café chain in Finland

Sweden, 2011-08-26 10:15 CEST (GLOBE NEWSWIRE) --

ZetaDisplay and Hermen Oy have signed a co-operative agreement in respect of the delivery of ZetaDisplay's media platform for Digital Signage to the Arnolds Bakery & Coffee Shop café chain in Finland. The 35 Arnolds Coffee Shops comprise one of Finland's best-known café chains, which was acclaimed as the best franchise chain in that country in 2011. With the ZetaDisplay media platform Arnolds will replace its existing advertising posters by digital displays, and will in that way powerfully strengthen communication with its customers in the Coffee Shops. ZetaDisplay estimates that the value of sales will exceed SEK 1 million.

"With our media platform Arnolds will always be able to provide up-to-date information in its Coffee & Bakery Shops. Their offers can be updated in minutes and sent out either to the whole chain or to individual cafés. This will facilitate the capability of Arnolds to present up-to-date campaign messages and news, while at the same time adapting its offers to the time of day," 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 increased sales for its clients by means of the company's media platform for Digital Signage.

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.

If you have questions, please contact:

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ZetaDisplay in brief

ZetaDisplay is a leading supplier of Digital Signage to major chains in the retailing and service sectors of the Nordic market. The company has close links with research in this area and had demonstrated markedly increased retail sales with more satisfied customers. The company had a turnover of MSEK 50 in 2010 and is presently in an expansive phase.

ZetaDisplay offers complete media platforms for Digital Signage which include software, services and digital systems. The company's media platforms enable clients to easily produce offers and ensure that a great deal of communication is presented on the right displays at the right time. Each media platform is operated and monitored centrally by the company. The distribution of media and playlists to the displays in stores and service centres is based on the Internet. Control and supervision of the communication is managed by both the company and its clients by means of a web-based interface that is accessed in the cloud via the Internet. The company undertakes media production and provides template tools which allow clients to create the content themselves. The complete solutions also include analyses, advice and project management, along with handling the installation of digital

displays and communication equipment at each client site.

Media platforms supplied by the company are used in several sectors, including construction, electronics, sport, clothing and convenience stores, along with banks, restaurants and other service areas. Examples of clients include ICA, Euromaster, Alko, Volkswagen, Shell, KotiPizza, Carlsberg, Team Sportia, SJ, Panasonic and Bilia.

ZetaDisplay has just under 40 employees. The head office is in Malmö and there are subsidiaries located in Denmark, Norway and Finland. From April 4 2011 onwards the company's shares will be traded on NASDAQ OMX First North Premier using the shortname ZETA.

The Certified Adviser and liquidity guarantor is Erik Penser Bankaktiebolag.

More information can be found at <http://www.zetadisplay.com>