



## ZetaDisplay is supplying Digital Signage for Volkswagen Group

ZetaDisplay and Volkswagen Group Sverige (VGS) have entered into co-operation which means that ZetaDisplay will be a total supplier to VGS of Digital Signage solutions for car showrooms, exhibitions and events. The co-operation includes planning, installation, communications, operation, service and support along with supervision. Installation into showrooms is to start immediately.

Volkswagen Group Sverige is a wholly-owned subsidiary of Europe's largest car producer, Volkswagen AG. Volkswagen Group Sverige is the largest importer to the Swedish market and has its head office in Södertälje, south of Stockholm. The Group markets cars of marques Volkswagen, Skoda, Audi, Seat and Porsche, in over 200 showrooms.

"Our aim is to market ourselves better and more efficiently in the showroom, and increase the level of curiosity among customers." "We also want to be able to reach all showrooms with common offers and campaigns." "For us it is vital to have a reliable supplier for long term co-operation." "At the same time we place great demands on flexibility and stability, in respect of both the solutions and the company." "It has been challenging to find a stable Digital Signage solution, with which we can easily and quickly be able to change offers from a central location and also enable each showroom to just as easily be able to publicise local messages and offers." "With the solutions provided by ZetaDisplay, such as mobility and wireless operation, we have finally found the solution we have been looking for," says Åke Lundberg, Marketing Manager of Volkswagen Sverige.

In recent years ZetaDisplay has concluded a number of strategic business deals in Scandinavia concerning Digital Signage. Various branch solutions are continually being brought out, whereby with the aid of active information added value is being sought by improving customer and brand communication, along with increased sales. ZetaDisplay has its own business offices in Malmö, Halmstad, Copenhagen and Oslo.

"We have gone through tough negotiations. The customer has instigated our solutions in terms of both hardware and software, and the negotiations have taken place in the face of stiff competition from other suppliers. We are of course very happy to have reached our goal with this customer. I think the strength was in our technical solution, and also the fact that we are the established Scandinavian complete supplier of Digital Signage, these factors being a decisive part of the deal," says Martin Gullberg, Key Account Manager for ZetaDisplay.

ZetaDisplay is a leading supplier of active store information on flat displays within retailing and in public environments, called Digital Signage. Its customers include ICA, which is Sweden's largest retailer. ZetaDisplay has customers in the Nordic countries, as well as in Germany, Italy and Great Britain. ZetaDisplay is based in Malmö and has, including subsidiaries, about 30 partners.

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ZetaDisplay AB For further information, please contact:

Martin Gullberg, Key Account Manager, Mobile phone: 073-88 35 20, E-mail: [martin.gullberg@zetadisplay.com](mailto:martin.gullberg@zetadisplay.com)

Åke Lundberg, Marketing Manager for Volkswagen Sverige. Tel: 08-553 865 53, E-mail: [ake.lundberg@volkswagen.se](mailto:ake.lundberg@volkswagen.se)

ZetaDisplay AB, with its head office in Malmö, Sweden, and subsidiaries in Halmstad, Copenhagen and Oslo, is a leading supplier of platforms for, among other things, active media that is used to create increased sales and provide a positive experience for consumers in retail stores and public areas. With the aid of the company's patented technology, for example advertising films can be transferred via the mobile telephone network or broadband, and presented in a network of permanently installed or portable digital displays. ZetaDisplay is growing rapidly in both Sweden and internationally, and the company's solutions are in use by companies including ICA, Länsförsäkringar, Nordsjö Idé & Design, Team Sportia, Icehotel, Jyske Bank, Carlsberg and Magasin du Nord.