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## **ZetaDisplay: Receives order from successful retail chain worth about 6,5 million SEK**

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ZetaDisplay signed a co-operative agreement some time ago with a successful retail chain in respect of the delivery of ZetaDisplay's media platforms for Digital Signage and Last Meter Marketing. The client is a leading player in its branch.

The order covers total responsibility for the delivery of the technical platform with ZetaDisplay's cloud-based CMS platform ZetaPortal, including operation and support. The client conducts business in several countries, and the agreement is in respect of deliveries in Sweden. The value of the additional order is estimated to be about 6.5 million and the roll-out takes place during the year.

"We are very pleased to have received a new order from an existing and successful customer. Over the years we have built up a strong position with our Digital Signage and Last Meter Marketing concept. Thanks to our co-operation agreement our client has also ensured that it is using the latest technology, with a future-proofed media platform," says Leif Liljebrunn, CEO of ZetaDisplay AB (publ).

ZetaDisplay is clearly positioned in the market by demonstrating measurably 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 Digital Signage to major chains in the retailing and service sectors. The company has, including the ongoing acquisition of ProntoTV in Norway, over 75 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 Bank. 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.