

## **ZetaDisplay: ProntoTV has signed additional orders worth SEK 4 million for delivery to Statoil ASA**

ProntoTV, part of the ZetaDisplay group, has previously announced that, through its partner, BrandMaster signed a framework agreement with Statoil ASA regarding deliveries of Digital Signage for internal communications. The agreement that expires since 2016 is 4 years, with the possibility of extension, and is the biggest contract that ProntoTV has signed in its years in the industry so far.

ProntoTV has now received an additional order of SEK 4 million.

"I see it as a receipt that the customer is satisfied with our delivery and our offer. We have previously built a strong position with our Digital Signage concept, and the customer has secured the latest technology with a future-proof media platform," said Leif Liljebrunn, CEO ZetaDisplay AB (publ).

ProntoTV is part of the Swedish ZetaDisplay Group, an international player in Digital Signage industry. ProntoTV is Norway's largest and leading supplier of Digital Signage with over 15 years of experience in the industry and some 20 employees. The company enjoys a strong position in retail trade and a leading position in digital communications in public spaces where the company has made extensive installations for Flytoget in Norway, among others.

ZetaDisplay is a leading provider of Digital Signage to major retail and service chains. The company has approximately 130 employees and sales offices in Sweden, Denmark, Norway, Finland, Estonia and the Netherlands.

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The information contained in this press release is the type of information which ZetaDisplay is obligated to publish according to the Market Abuse Regulation. The information was caused to be published by Leif Liljebrunn on 19 January 2018 at 3.10 PM.

### **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. The company's shares have been traded on Nasdaq Stockholm since December 4 2017, using the ZETA abbreviation. 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.