

## **ZetaDisplay: ProntoTV has signed an agreement worth SEK 5 million**

ProntoTV, part of the ZetaDisplay group, has signed a contract for the delivery of Digital Signage to an importer and reseller chain of vehicles for delivery in Norway.

The agreement runs for 2 years and a first installation will begin shortly. ProntoTV estimates the value of approximately SEK 5 million.

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 25 January 2018 at 9.15 AM.

### **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.