

## **ZetaDisplay: QYN in the Netherlands has signed an order worth SEK 6 million**

QYN BV, a part of the ZetaDisplay Group, has signed a new order for delivery of the company's Digital Signage Platform to an existing customer, which is a leading player in the telecom industry in the Benelux.

ZetaDisplay estimates the value of approximately SEK 6 million over a two-year period and installation starts immediately.

"I see it as a receipt that the customer is satisfied with our delivery and our offer. We deliver to the customer a very innovative concept that also shows that the future of retail trade begins today, says Leif Liljebrunn, CEO ZetaDisplay AB (publ).

QYN BV is part of the Swedish ZetaDisplay Group, an international player in Digital Signage. QYN is Holland's largest and leading provider of Digital Signage with long experience in the industry and with over 30 employees. QYN's customer base includes ING Bank, SNS Bank, PwC, KPN, Intersport, Randstad, Total, Amsterdam RAI, Luxaflex and others. The company has a leading position in retail and digital communication in public environments.

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.

*For more information please contact:*

ZetaDisplay AB (publ)

CEO Leif Liljebrunn

Telephone: +46 70 845 80 52

E-mail: [leif.liljebrunn@zetadisplay.com](mailto:leif.liljebrunn@zetadisplay.com)

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 23 February 2018 at 9.50 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.