

PRICER

PRESS RELEASE

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PRICER ESL PLATFORM BREAKTHROUGH QUADRUPLES COMMUNICATION SPEED WITH EXISTING INFRASTRUCTURE

Pricer, the leader in Electronic Shelf labels (ESL), announces today a system breakthrough which vastly increases its existing infrastructure communication speed.

The Pricer platform, based on diffused Infrared light, delivers a speed of more than 50 000 full ESL updates per hour as measured by industry standards, making it by far the industry leader compared to radio solutions. The new speed will ensure a minimum of 200 000 information updates per hour, bringing increased flexibility to retailers for price optimization and inventory information updates, as well as supporting Pricer's new product offering DotMatrix™, wireless pixel-based graphical displays, also termed bi-stable or electronic paper.

"We are seeing wireless communication needs in food retail increase greatly", says Charles Jackson, Pricer CEO, "as stores continue to implement aggressive price optimization strategies while complementing their ESL solutions with our DotMatrix™ pixel-based displays." Pricer is the first and only ESL Company to support both segment-based and pixel-based displays under the same wireless platform. "In essence," adds Charles Jackson, "this is a version of Moore's law on the doubling of computing speed being realized in wireless store communication, and Pricer will lead it in scalability, flexibility and system performance."

Pricer's system philosophy has been to ensure that a store, no matter what its size, can make a full update of its ESL system within approximately 1 hour, including full inventory information. With the introduction of DotMatrix™, Pricer has sought to ensure that operational flexibility is not affected. "If a store needs to update 5 000 wireless displays, whether segment based or pixel-based," adds Mr. Jackson, "they must be able to immediately. Our system should not dictate the rules, the retailer should. This is at the very core of our system."

For further information, please contact:

Charles Jackson, President and CEO Pricer AB: +46 8 505 582 00

Pricer provides the retail industry's leading electronic display and Electronic Shelf Label (ESL) platform, solutions, and services for intelligently communicating, managing, and optimizing product information on the shop floor. The platform is based on a two-way communication protocol to ensure a complete traceability and management of resources. The Pricer system significantly improves consumer benefit and store productivity.

Pricer, founded in 1991 in Uppsala, Sweden, offers the most complete and scalable ESL solution. Pricer has nearly 4,000 installations across three continents with approximately 60 % market share. Customers include many of the world's top retailers and some of the foremost retail chains in Europe, Japan and the USA. Pricer, in co-operation with qualified partners, offers a totally integrated solution together with supplementary products, applications and services.

Pricer AB (publ.) is quoted on the Nordic Small Cap list of OMX. For further information, please visit www.pricer.com

Pricer AB (publ)
Bergkällavägen 20-22
SE-192 79 Sollentuna
Sweden

Website: www.pricer.com
Telephone: +46 8 505 582 00
Corporate Identity number: 556427-7993