



## **PRESS RELEASE**

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### **Pricer presents new solutions to retail challenges**

**Pricer, the global leader in shelf-edge digital solutions, announced new solutions based on breakthrough enabling technologies, enhancing its intelligent store platform.**

Nasdaq listed Pricer on Sunday presented its new offering at the US retail trade fair the National Retail Federation's (NRF) Annual Convention and Expo 2015 in New York.

Pricer, the global leader in shelf-edge digital solutions, announced at NRF new solutions based on breakthrough enabling technologies, enhancing its intelligent store platform. These enhancements are unique, enabling critical in-store solutions such as planogram compliance and order preparation for Click & Collect.

In-store positioning of products and customers, real-time information at the shelf edge and SmartFlash, a unique wireless tag feature to draw attention to a specific product, all are now enabled in the new Pricer platform.

“Our platform is already installed in over 13,000 stores of the leading retailers worldwide,” says Jonas Vestin, CEO at Pricer. “We understand the evolving challenges of our clients, and know the answer lies in innovative digital retail solutions. Our electronic shelf label platform meets this need by providing the infrastructure that supports the in-store digital transformation – from price management and operational optimisation, to shopper personalisation.”

The new platform already drives the mobile retail application of one of the largest retailers in the world. Shoppers are guided throughout the store by Pricer’s indoor navigation as they complete their shopping lists, increasing customer satisfaction and loyalty.

“We are proud of these innovations coming from our PricerLAB and joint efforts with key partners to address the interconnecting needs.” says Nils Hulth, VP R&D. “We have focused on helping shoppers and staff to quickly find the products they are looking for by combining in-store geolocation, increased planogram compliance and shop-to-light / task-to-light capabilities at the shelf edge.”

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In its capacity as issuer, Pricer AB is releasing the information in this press release in accordance with the Swedish Securities Exchange Act (2007:528). The information was distributed to the media for publication at 08:45 hrs CET on Monday, January 12<sup>th</sup>, 2015.

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

Pricer, founded in 1991 in Uppsala, Sweden, offers the most complete and scalable ESL solution. Pricer has installations in over 50 countries with the largest ESL world 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](http://www.pricer.com)

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