



## **PRESS RELEASE**

from Pricer AB (publ) April 16<sup>th</sup> 2013

### **First large scale deployment of ESL by an Electronic retailer**

A worldwide leading Electronic retailer has signed an order for Pricer's e-paper graphic displays for all its stores in one of the countries it operates in. Wincor Nixdorf, a partner to Pricer, will be responsible for the integration and installation. The value of the order is nearly SEK 60 million. Installations are due to be completed by the end of this year.

"This is a significant step in the acceptance and adoption of Electronic Shelf Labels as an integrated part of the strategy" says Fredrik Berglund, Pricer's CEO. "Electronic retailers are being hit by internet retailers and the way to address this challenge is to implement dynamic pricing strategies by using Pricer's system. The Pricer solution has been selected, as it is the only system that does not suffer from communication interference that is common in electronic stores. The displays also has unbeatable readability from all angles and bi-directional feedback."

#### **For further information, please contact:**

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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 15:00 hrs CET on Tuesday, April 16<sup>th</sup>, 2013.

**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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