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ZetaDisplay: Is supplying Last Meter Marketing to Mercedes-Benz

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ZetaDisplay has signed a co-operation agreement with Mercedes-Benz Sverige AB for the supply of the company's media platform for Last Meter Marketing and Digital Signage. The collaboration includes project management, installation, content production, the digital system and operation and support for ZetaDisplay's media platform.

Mercedes-Benz Sverige AB is the general agent for Mercedes-Benz in Sweden. New vehicle sales of Mercedes cars, transport vehicles and trucks take place through a network consisting partly of the importers' own distributors, and partly free-standing authorised distributors, both of which have well established networks of authorised service workshops. Mercedes-Benz Sverige AB's head office is located in Malmö is part, like its sister company, Mercedes-Benz Danmark AS, of the global vehicle Group Daimler AG, based in Stuttgart, Germany.

It is intended that Mercedes-Benz distributors shall use ZetaDisplay's media platform as a communications platform in about 40 showrooms. The company is actively aiming to give customers a unique experience both when purchasing a vehicle and during service visits, and sees it as a great advantage to be able to do this via ZetaDisplay's digital media platform.

"We are very pleased to have signed a co-operative agreement with Mercedes-Benz Sverige AB, which is for us a new and successful client within a segment that we have much experience of. For us this is confirmation that our investment is correctly placed, since we can offer our clients a local presence while we cover many European countries," says Leif Liljebrunn, CEO ZetaDisplay AB (publ).

ZetaDisplay is in an expansive phase and has positioned itself in the market by being able to show markedly increased sales for its clients by means of the company's media platform for Digital Signage.

ZetaDisplay is a leading supplier of Digital Signage to major chains in the retailing and service sectors. The company has over 40 employees, and sales offices located in the Nordic countries as well as in Estonia and the Netherlands.

For further information contact:

ZetaDisplay AB (publ)
CEO Leif Liljebrunn
Telephone: +46 70 845 80 52
E-mail: leif.liljebrunn@zetadisplay.com

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. Since April 2011 the company's shares have been traded on NASDAQ OMX First North Premier, using the ZETA abbreviation. The Certified Adviser is Erik Penser Bankaktiebolag and the liquidity guarantor is Pareto Öhman. 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.