



Pricer is Building Trust in Retail

Come see the Pricer Real-time Store live at NRF Big Show 2018 - Booth #4215

New York, Jan 14, 2018 – Pricer, the global leader in shelf edge digital solutions (ESL), announces several tech milestones whereby combined wayfinding/product locator apps are being deployed in large retail. Pricer's automated product positioning system implemented in shopper apps bridges online shopping with the in-store experience. The unique solution helps customers to quickly and easily find their preferred products or catalog promotion on the store floor.

Breaking News at NRF

- **Best Buy Selects Pricer for its initial Electronic Shelf Label (ESL) Deployment**
- **Pricer Product Geolocation Solution deployed in the largest Carrefour France Hypermarkets**
- **Euronics, a Leading Consumer Electronics Retailer Chooses Pricer to Roll-out all 68 stores in Hungary**

Pricer Conference 'Big Idea' on Sunday, Jan 14, from 2:00 to 2:45pm - Expo Hall, Room 1, Level 1

How the instrumentation of the shelf and Automated Product Positioning change retail

Automated Product Search is being heralded as a breakthrough in the merging of retail with the digital world. **Leslie Hand, VP IDC Retail Insights** and Charles Jackson, Pricer will update on how rapidly stores are digitizing.

Augmented Reality & Live demos at booth

The Pricer solution addresses the challenges of enhancing both store performance and customer experience. Is the product in the store? Where is the item located? How promotions can be highlighted? Pricer has developed a complete system solution to support effective promotion encompassing award winning product geo-location and **SmartFLASH capabilities**.

Pricer will showcase in collaboration with exhibiting partners, Task-to-Light (REFLEXIS), Click & Collect Way finding & Collection (CUB), and wine discovery and way finding demo (ATAWA).

Charles Jackson, President at Pricer Inc., said "Our award winning automated product positioning is opening up so many possibilities. Here, in North America, retailers are looking for proven out of the box solutions that bring real help to shopper wants and needs. At the heart, we bring trust to retail, trust in accurate pricing, trust in promotion, trust in product availability, in product information, in product location...**We bring customer trust in omni-channel retailing.**"

About Pricer

[Pricer AB](#), founded in Sweden in 1991, listed on the NASDAQ OMX Nordic, is the global leader in providing in-store digital shelf-edge solutions that enhance both store performance and the shopping experience. The increasingly feature-rich Pricer platform is fast, robust, interconnectable and scalable.

Pricer works with the world's top retailers, small and large alike: grocers, DIY, electronics and specialty stores. So far, Pricer has sold more than 140 million electronic shelf labels to 15,000 stores in 50 countries.

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