



Pricer and Re-Vision partner to enhance shopper experience with Automated Product Position and Product Flash

Amsterdam – Atlanta, 15 January 2017 – Pricer, the global leader in shelf-edge digital solutions (ESL) based on a feature rich platform that is crossing over to solve key store transformation challenges such as customer and employee guidance and automated product positioning, and Re-Vision, the leading global provider of mobile self-scanning solutions available both on the retail mobile computer and customers' own smartphone, have joined their efforts to increase the footprint of self-scanning within the North American market.

The solution this joint offering is bringing to the US market is called My-Scan Omni-Channel Platform. It addresses the challenges of enhancing customer experience: is the product in the store? where is the item located? can it be highlighted at final shopping decision/step? Pricer has developed a complete system solution to support effective promotion encompassing award winning product geo-location and SmartFlash capabilities, every ESL can flash, to support self-scanning.

Charles Jackson, EVP at Pricer, said "Our award winning automated product positioning is opening up so many possibilities. This partnership clearly is bringing value to our mutual customer base. Here in North America, retailers are looking for proven out of the box solutions that bring real help to shopper wants and needs. In essence, we bring trust for retailer customers, trust in accurate pricing, in promotion, in product availability, in product information, in product location...trust in omni-channel retailing."

Michel Haagmans, CEO of Re-Vision, said "Re-Vision welcomes the opportunity to work in partnership with Pricer, enabling their customers to benefit from self-scanning, as well as from the additional one-to-one marketing opportunities, including electronic couponing, personalized promotions, mobile payment, etc. This new partnership is a logical next step for the expansion of our operations in North America with a conceptually new offering to the US market, helping retail organizations to align technology with their business goals".

**To see a demonstration of Pricer and Re-vision technologies
at the NRF Retail's Big Show 2017,
visit booth # 4443**



About Re-Vision

Re-Vision is the leading global provider of mobile self-scanning solution with a proven track record of delivering business value to the largest retail organizations. Having listened to our customers' requirements, Re-Vision launched the new Omni-Channel Platform to enable bringing the online shopping experience into the actual store and helping retailers to make the relationship with their customers more personal, more loyal and more connected.

About Pricer

[Pricer AB](#), founded in Sweden in 1991, is the global leader in providing in-store digital shelf-edge solutions that enhance both store performance and the shopping experience. Our infrared electronic shelf label 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. The Pricer share is traded on the Small Cap list of NASDAQ OMX Stockholm.

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