

Pricer unveils SmartFlash to European Retailers at EuroCIS 2015

February 24th, 2015. Pricer, the global leader in electronic shelf-edge solutions, showcased SmartFlash, a unique wireless shelf tag flash feature designed for activities-to-light. Around this feature, Pricer has built rich new software capabilities to enhance in-store critical functions such as Click & Collect, targeted promo capabilities and shopper guidance solutions.

Pricer is presenting these new capabilities at the annual European retail trade fair EuroCIS in Düsseldorf, Germany on Feb 24th - 26th. The tag flash feature is an integral part of the new Pricer solution, interconnected with functionalities such as in-store product and customer positioning as well as real-time price and information at the shelf edge.

Pricer is focused on building the value proposition of shelf edge digitization. Helping shoppers and staff quickly find products is becoming a Brick & Mortar fundamental and Pricer is combining in-store geolocation, increased planogram compliance capabilities and pick-to-light / task-to-light tag features to support this growing retail need. The system links the product shelf-edge tag with customer or staff remote electronic requests and starts and stops flashing on command. This feature is open to interconnection with any retail marketing or operational software application such as self-scanning and digital shopping lists. With this innovation, Pricer is the first company in the world to combine in-store and product geolocation with wireless tag flashing to increase efficiency and productivity, as well as enhance the shopping experience.

“We are proud to present the SmartFlash in Europe at the leading trade fair for retail technology in Europe”, says Jonas Vestin, CEO at Pricer. “Top retailers worldwide have implemented Pricer technology and we are committed to them to widen the scope of our unique offering to boost operational and merchandising performance.”

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SHAPING SMART RETAIL



Pricer is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. Pricer's infrared ESL platform is fast, robust, interconnectable and scalable. Pricer's range of holistic solutions are all built on this intelligent and flexible platform, and have been stacked according to the five major retail tenants they support:

- *Price – guarantee price integrity to optimize sales and margins*
- *Performance – make operations more efficient and compliant; speed, agility, excellence, etc.*
- *Promotion – tailor and enhance promotions both digitally and physically at the shelf*
- *Personalisation – manage and improve your customers' shopping experience*
- *Prediction – use Big Data to help your customers and your store's performance*

Pricer, founded in 1991 in Uppsala, Sweden, offers the most secure and fastest in-store shelf-edge communications solution. Pricer works with the world's top retailers, small and large alike: grocers, DIY, electronics and speciality stores. Today, over 13 000 stores of the leading retailers worldwide are installed with Pricer's leading platform.

Pricer AB (publ.) is quoted on the Nordic Small Cap list of OMX. For further information, please visit www.pricer.com

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