



**ZetaDisplay establishes itself further in the Danish InstoreTV market with the acquisition of ScreenVisuals ApS.**

ZetaDisplay who have investors such as the Baugur Group and Fons have announced that ScreenVisuals ApS will become ZetaDisplay Denmark A/S.

The purchase of ScreenVisuals is yet another big step for ZetaDisplay whose aim is to become the leading supplier of Instore TV (Digital Signage) in the Nordic region.

*Leif Liljebrunn, Vice President ZetaDisplay said "As the retail business becomes more centralised in the Nordic region, we see it as very important to have a strong local presence in every country in order that we can provide excellent service and knowledge. We haven't seen any other companies that cover the entirety of the Nordic region apart from loose, informal cooperation's between smaller, disparate companies".*

ZetaDisplay is one of the leading turn key suppliers in Digital Signage communication using flat screen technology primarily within the retail sector. ZetaDisplay already has a number of customers in the retail segment such as ICA - Sweden's largest retailer.

ZetaDisplay is well known for patented technology - using Bluetooth and Wireless devices to send and receive information to fixed or mobile screens in store.

ZetaDisplay's decision to purchase ScreenVisuals is based on ScreenVisuals unique business approach in the Nordic region; focusing on communication and content rather than the traditional hardware / software technology approach that many competitive companies take.

ScreenVisuals have from the very start focused on the areas that should always come before buying screens and digital media systems, such as having a digital signage strategy, development concept and a screen effect measurement process - all vital elements in the forming of a Digital Signage strategy (ultimately knowing what kind of screens to be used and where and what content to play on the screens and when)

*"We have followed ZetaDisplay with great interest since their inception in 2004" says Patrik Thelin, former co-founder of ScreenVisuals and now Managing Director ZetaDisplay Danmark A/S.*

*Patrik Thelin, continues "Until now we hadn't met Digital Signage / Instore TV providers other than ZetaDisplay with such a strong focus on delivering communications and concepts - especially in terms of really being a turn key supplier to their clients, delivering knowledge and experience on how they can achieve best results using Digital Signage in their stores"*

*We are proud to now be a part of ZetaDisplay and part of their vision. We hope that the Danish market is ready to benefit from our experience and our unique offering and that the retail industry in general can finally see results from proven Digital Signage methods.*

From day one, the new company ZetaDisplay Denmark A/S will offer everything from Digital Signage strategy, concepts, measurement, analysis, content production, hardware, software and even the outsourcing of the daily media planning (helping clients with their play out and scheduling functions).

Combined, the two companies already have existing customers in Denmark, Norway, Sweden, Iceland, Germany, Italy and Great Britain.

Questions please contact:

ZetaDisplay Danmark A/S  
Marketing Manager Sören Meelby  
Tlf: +45 31 20 16 40  
Email: [sm@screenvisuals.com](mailto:sm@screenvisuals.com)

ZetaDisplay AB  
Vice President Leif Liljebrunn  
Tlf. +46 070 845 80 52  
Email: [leif.liljebrunn@zetadisplay.com](mailto:leif.liljebrunn@zetadisplay.com)

We await the ZetaDisplay Denmark website, please use this link: <http://www.zetadisplay.com>