

Company presentation

Digital for Retail Now!

Official presentation, 2016



How commerce changed in the last decades



Digital for Retail Now!

- Shelf-edge automation
- Shopper connectivity
- Channel synchronization





1

SMART DISPLAYS



2

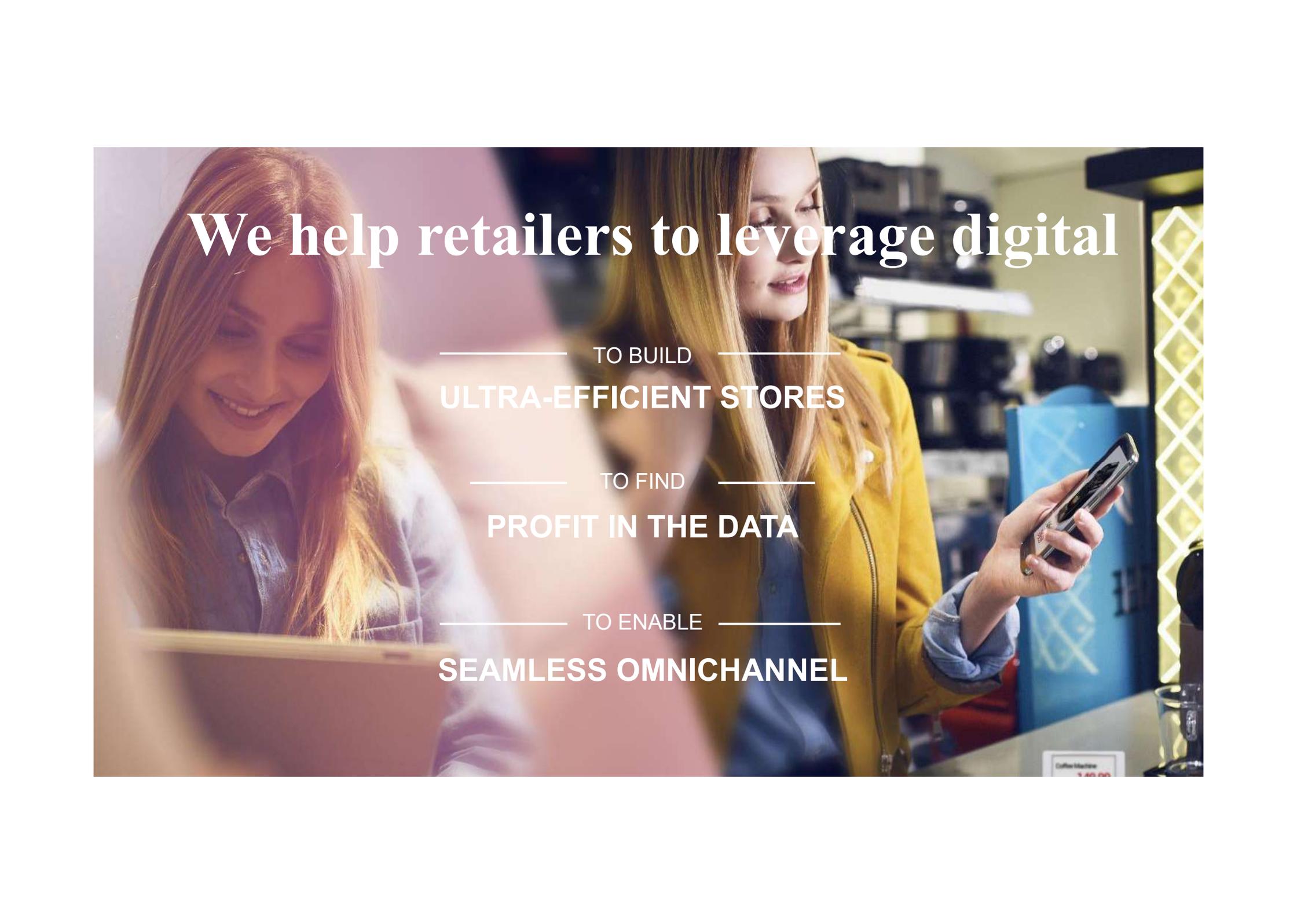
RADIO INFRASTRUCTURE



3

SOFTWARE



A photograph of two women in a retail setting. One woman, wearing a yellow jacket, is holding a smartphone and looking at the screen. The other woman, wearing a denim jacket, is looking at a tablet. The background shows a coffee counter with a blue machine and a price tag.

We help retailers to leverage digital

————— TO BUILD —————
ULTRA-EFFICIENT STORES

————— TO FIND —————
PROFIT IN THE DATA

————— TO ENABLE —————
SEAMLESS OMNICHANNEL

Your benefits at a glance

SES-imagotag is the **No. 1 global company** in a high-potential technological sector:
the digital transformation of physical commerce

Build ultra-efficient stores

- Replace paper labels by a digital solution
- Enter the era of precision commerce
- Intelligent labels as the nerve center of tomorrow's store
- Allow for precise and refined management
- Optimize costs and inventories
- Reduce stock-outs and waste of perishable goods

Enable seamless omnichannel retailing

- Reinvent retail to reach digital customers
- Connect, get to know, guide, inform and assist consumers at the shelf
- Link customers, items, retailers and brands
- Enrich product information via NFC
- Geo-locate shopping lists and manage shopping baskets
- Customize marketing activities

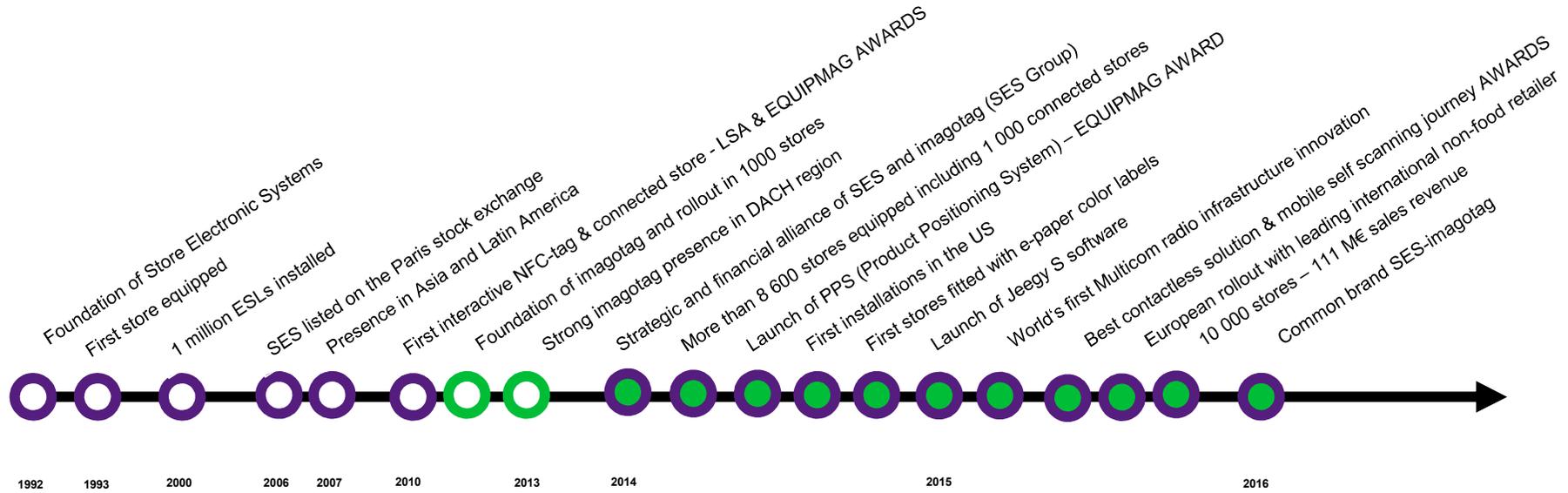


Two powers become one

Historical milestones



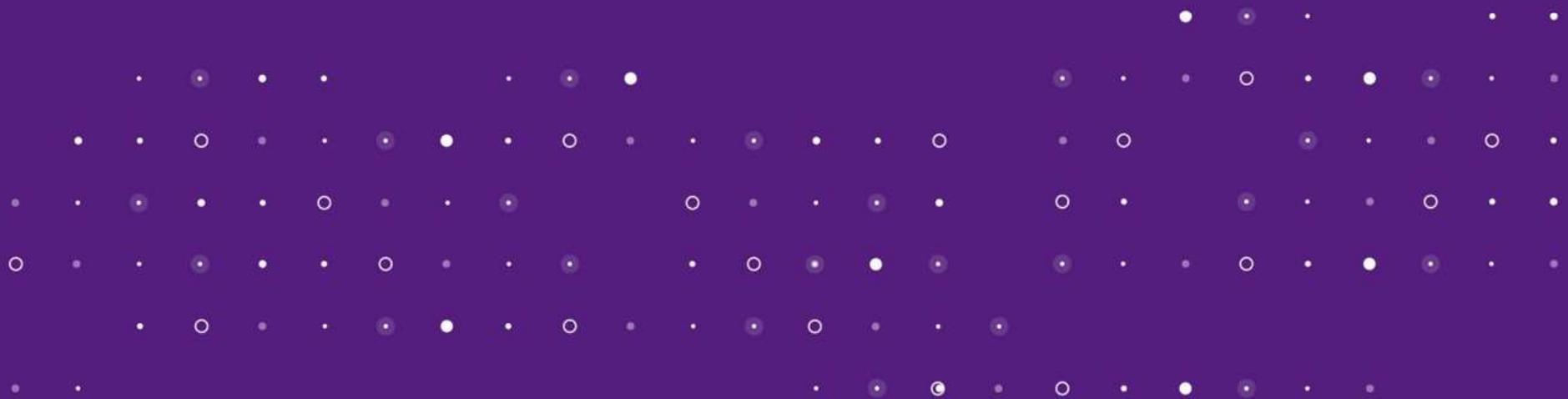
Historical milestones



SES-imagotag: a common timeline since 2014.

Convincing facts & figures

Success in numbers



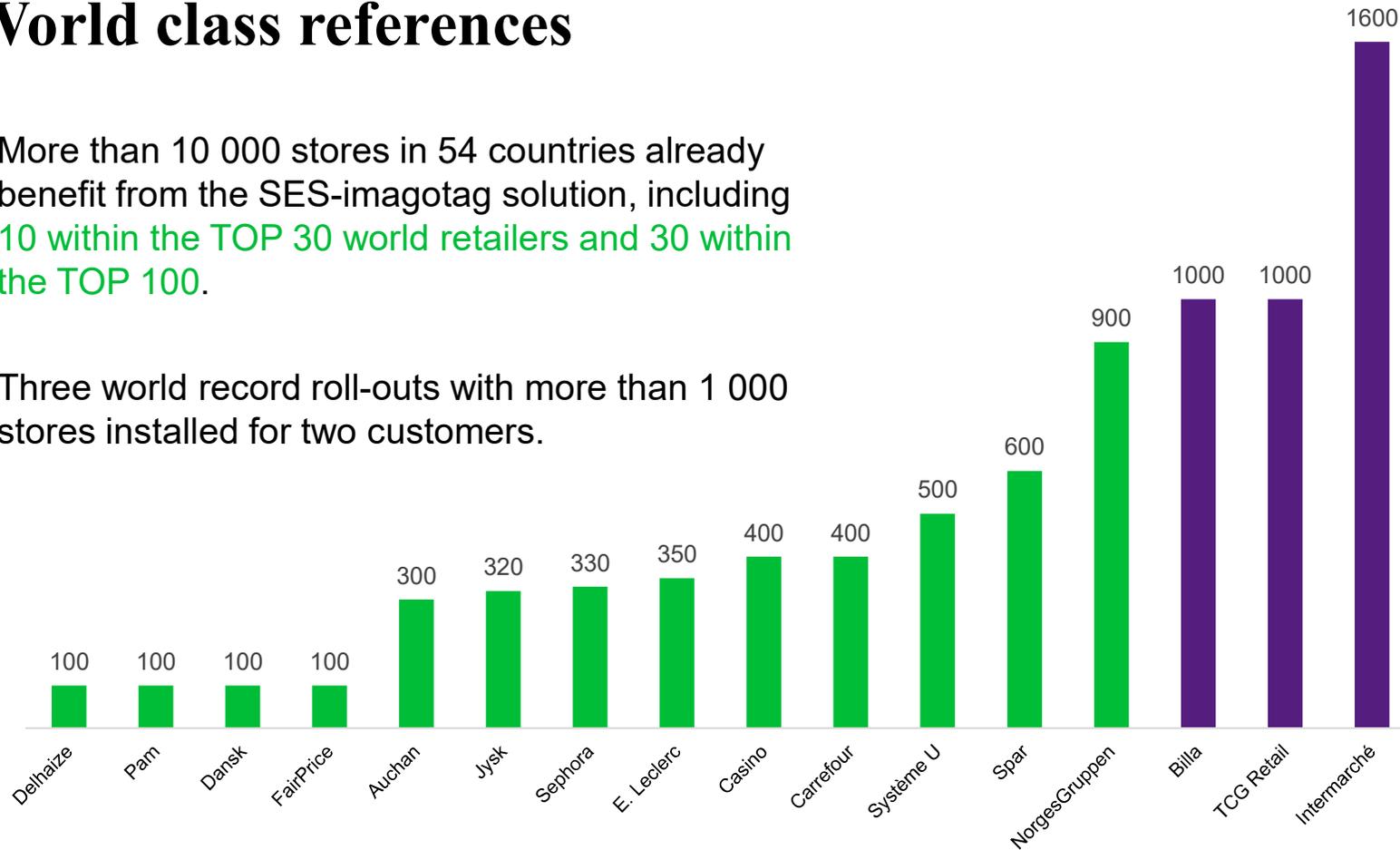
100

RETAIL CHAINS



World class references

- More than 10 000 stores in 54 countries already benefit from the SES-imagotag solution, including 10 within the TOP 30 world retailers and 30 within the TOP 100.
- Three world record roll-outs with more than 1 000 stores installed for two customers.





Global market leadership

Through ongoing innovation and customer focus

- **Logistics:** Paris, Mexico, Hong Kong
- **Sales Offices:** France, Austria, Germany, Italy, Spain, Sweden, USA, Brazil, Canada, Mexico
- **R&D Centers:** Paris, Graz

10%

R&D to sales ratio

10 000

stores

18%

pa 5-yr CAGR

1st

ISO 9001 certified
ESL company

45%

market share

13

sales offices

240

team members

54

countries

135M

installed labels

**Euronext
Paris**

listed, Tech 40

111M

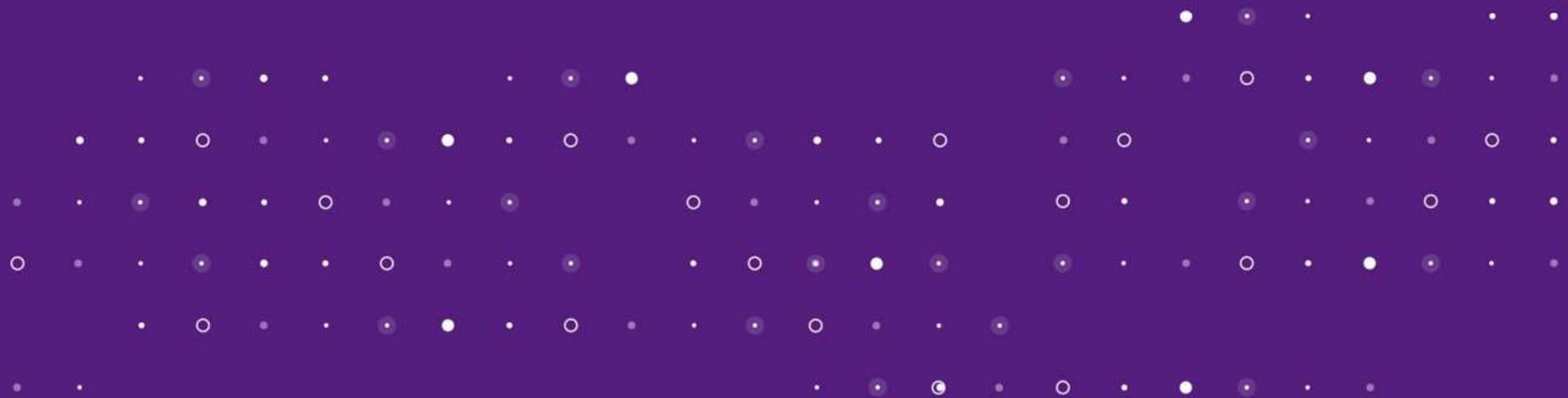
€ sales revenue
2015

60%

international sales

Digital for Retail Now!

Helping retailers to leverage digital



ESL as a strategic weapon

➤ Take the pain out of pricing

- Due to fierce competition and a need for omnichannel synchronization, real-time price changes today represent a strategic advantage and require maximum responsiveness and reliability



➤ Connect shoppers at the shelf

- To adapt to the growing reach of smartphones and internet, stores need to reinvent themselves, using digital technology to connect, to get to know, to guide, to inform and to assist consumers at the point of sale



ESL as a strategic weapon

➤ **Manage with precision**

- Because of the innovation behind the increasing intelligence of electronic shelf labels and associated software, retail stores are optimizing costs and inventories, reducing stock-outs and the waste of perishable products, and so much more



➤ **Enhance customer experience**

- The in-store experience is key for retailers who want to compete with online players – applications like product geolocation, self check-out and others will enrich the physical shopper experience



Our holistic solution

One technology, various products, million applications





SES-imagotag solution

Enabling the store of the future today

A strategic weapon for physical commerce to strike back at online retailers

Broad range of displays, innovative infrastructure and intelligent software

Innovation focus with R&D centers in Paris and Graz

ESL as a key enabler to the in-store digital revolution

More than 20 years of market experience and more than 10,000 equipped stores

The easy plug-and-play solution

SES-imagotag offers a radio communication platform, (MultiCom infrastructure) compatible with all display technologies (LCD, TFT, e-paper). This groundbreaking all-in-one solution is perfect for anyone looking for a simple solution to manage and control all their services connected to Wi-Fi and electronic shelf labelling.



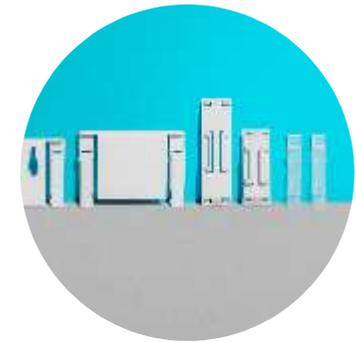
ESL
broadest product range of
ESLs (LCD, TFT, e-paper)



JEEGY SOFTWARE
(intuitive, scalable, modular
software platform)

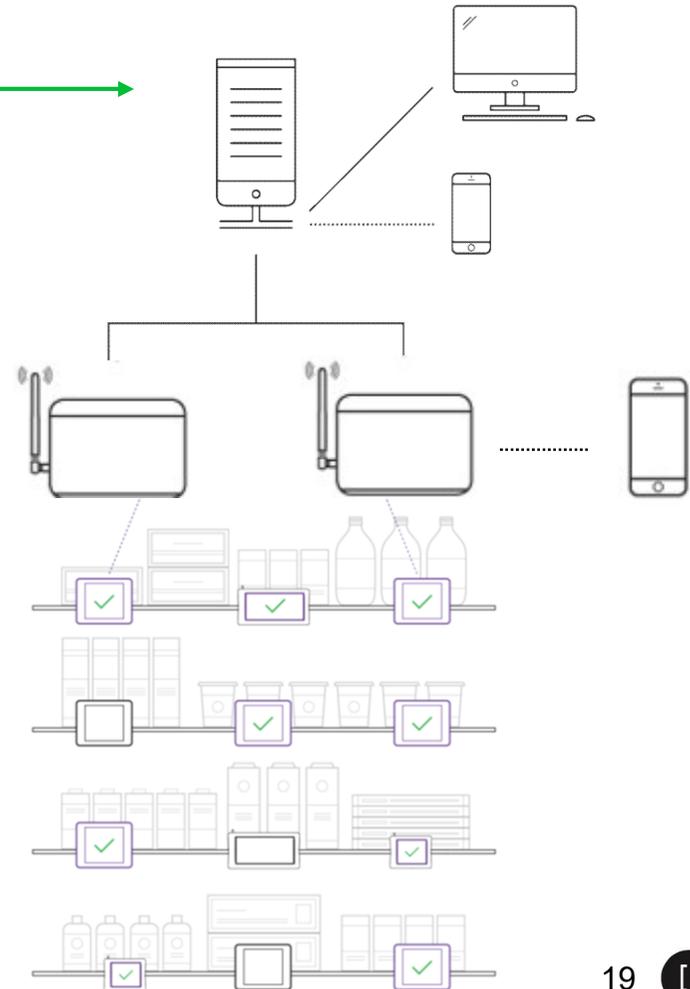
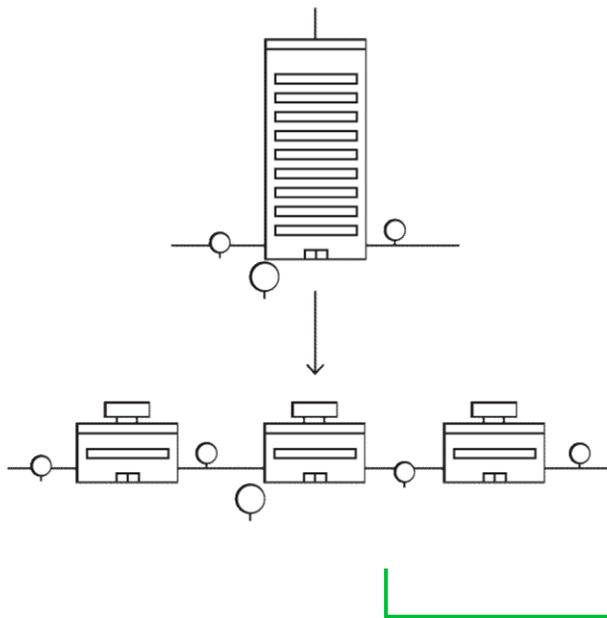


MULTICOM
(infrastructure ESL,
Wi-Fi, NFC, BLE)



**ACCESSORIES &
MOUNTINGS**
(rails, adaptors and
cover frames)

How does it work?





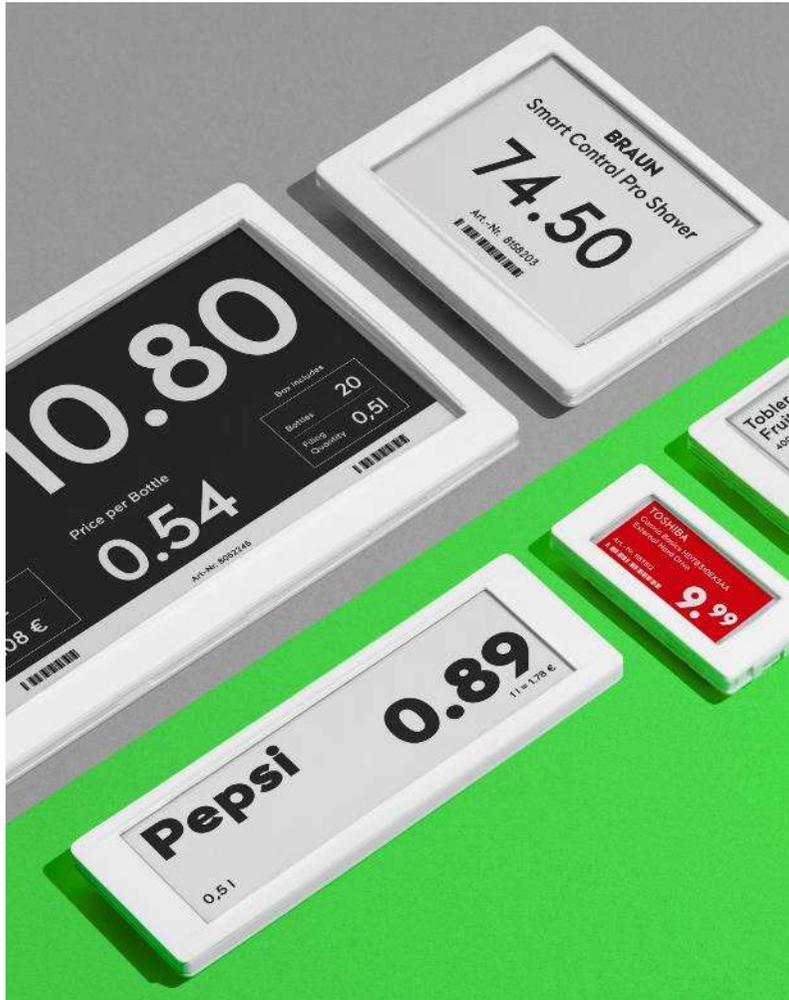
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Electronic Shelf Labels

The broadest range

- SES-imagotag has the widest range of products for retailers. All SES-imagotag ESLs are compatible under the same infrastructure and meet the strict low power needs that retailers require
- There are many alternatives for low power display technologies that ensure investment protection, from STN LCD to DTP to e-paper. Every store has differing requirements that translate into the most economical effective display mix. E-paper for highly readable color displays, DTP for alternating (flashing) promotion shelf edge displays, segmented e-paper for balanced readable cost effective displays, STN for segmented industrial LCD displays.





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Electronic Shelf Labels

G1 retail labels

- ▶ G1 retail labels address today's retailing needs with their e-paper displays offering perfect readability and enabling shopper connectivity through integrated NFC chips
- ▶ The current line-up has display sizes from 1.6 to 7.4 inches, giving retailers a wide range of options to suit their needs



G1 retail label range



G1 retail 1.6
Active display area (mm)
27.5 x 27.5



G1 retail 2.2
Active display area (mm)
48.6 x 23.8



G1 retail 2.6
Active display area (mm)
60.1 x 30.7



G1 retail 2.7
Active display area (mm)
57.3 x 38.2



G1 retail 4.2
Active display area (mm)
84.8 x 63.6



G1 retail 4.4
Active display area (mm)
90 x 67



G1 retail 4.5
Active display area (mm)
104.2 x 38.2



G1 retail 6.0
Active display area (mm)
118.8 x 88.3



G1 retail 7.4
Active display area (mm)
161.6 x 97



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G1 retail red 1.6 NFC

- ▶ 27.5 x 27.5 mm active display area
- ▶ Up to 7 500 label updates per hour (4 600 in FCC/IC mode)
- ▶ Up to 5-year lifetime with 1 update per day
- ▶ Perfect solution for retail stores with high product density
- ▶ Pixel colors: b/w/r
- ▶ NFC technology integrated





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G1 retail 2.2 red NFC

- 48.6 x 23.8 mm active display area
- Up to 8 500 label updates per hour (5 000 in FCC/IC mode)
- Up to 5-year lifetime with 2 updates per day
- Perfect solution for retail stores with high product density
- Pixel colors: b/w/r
- NFC technology integrated





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G1 retail 2.6 red NFC

- ▶ 60.1x 30.7 mm active display area
- ▶ Up to 4 500 label updates per hour (2 600 in FCC/IC mode)
- ▶ Up to 5-year lifetime with 2 updates per day
- ▶ Perfect solution for retail stores with high product density
- ▶ Pixel colors: b/w/r
- ▶ NFC technology integrated





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G1 retail 2.7 red NFC

- 57.3 x 38.2 mm active display area
- Up to 4 500 label updates per hour
- Up to 5-year lifetime with 2 updates per day
- Perfect solution for on the shelf pricing in retail stores
- Pixel colors: b/w/r
- NFC technology integrated
- Also available in G1 retail 2.7 NFC (b/w pixel colors)





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G1 retail 4.2 red NFC

- 84.8 x 63.6 mm active display area
- Up to 2 000 label updates per hour (1 300 in FCC/IC mode)
- Up to 5-year lifetime with 2 updates per day
- Perfect solution for on the shelf pricing in retail stores
- Pixel colors: b/w/r
- NFC technology integrated





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G1 retail 4.4 red NFC

- 90 x 67 mm active display area
- Up to 2 000 label updates per hour
- Up to 5-year lifetime with 2 updates per day
- Perfect solution for fruits and vegetables area and electronic retail stores
- Pixel colors: b/w/r
- NFC technology integrated
- Also available in G1 retail 4.4 NFC (b/w pixel colors)





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G1 retail 4.5 red NFC

- 104.2 x 38.2 mm active display area
- Up to 2 500 label updates per hour
- Up to 5-year lifetime with 2 updates per day
- Perfect solution in combination with the G1 retail 2.7 thanks to matched heights
- Pixel colors: b/w/r
- NFC technology integrated





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G1 retail 6.0 red NFC

- 118.8 x 88.3 mm active display area
- Up to 900 label updates per hour
- Up to 5-year lifetime with 2 updates per day
- Perfect solution for emphasizing premium products
- Pixel colors: b/w/r
- NFC technology integrated





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G1 retail 7.4 red NFC

- 161.6 x 97 mm active display area
- Up to 600 label updates per hour (300 in FCC/IC mode)
- Up to 5-year lifetime with 2 updates per day
- Perfect solution for emphasizing premium products and promotions
- Pixel colors: b/w/r
- NFC technology integrated
- Also available in G1 retail 7.4 NFC (b/w pixel colors)



E-Tag b label range



E-Tag b 3 red NFC
Active display area (mm)
27.5 x 27.5



E-Tag b 5 red NFC
Active display area (mm)
48.5 x 23.8



E-Tag b 6 red NFC
Active display area (mm)
60.1 x 30.7



E-Tag b 11 NFC
Active display area (mm)
89.6 x 67.2



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E-Tag b 3 red NFC

- 27.5 x 27.5 mm active display area
- Up to 5-year lifetime with 2 updates per day
- Perfect solution for retail stores with high product density
- Water resistance (IP52)
- Pixel colors: b/w/r
- NFC technology integrated
- Also available in E-Tag b 3 NFC (b/w pixel colors)





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E-Tag b 5 NFC

- 48.5 x 23.8 mm active display area
- Up to 5-year lifetime with 2 updates per day
- Perfect solution for retail stores with high product density
- Pixel colors: b/w/r
- Water resistance (IP52)
- NFC technology integrated
- Also available in E-Tag b 5 NFC (b/w pixel colors)





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E-Tag b 6 NFC

- 60.1 x 30.7 mm active display area
- Up to 5-year lifetime with 2 updates per day
- Perfect solution for retail stores with high product density
- Pixel colors: b/w/r
- Water resistance (IP52)
- NFC technology integrated
- Also available in E-Tag b 6 NFC (b/w pixel colors)





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E-Tag b 11 NFC

- 60.1 x 30.7 mm active display area
- Up to 5-year lifetime with 2 updates per day
- Perfect solution for fruits and vegetables area and electronic retail stores
- Pixel colors: b/w
- Water resistance (IP65)
- NFC technology integrated





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Electronic Shelf Labels

G-Tag labels

➤ Addressing the growing needs for a highly scalable Ultra Low

Power dynamic high resolution display, SES-imagotag co-developed and industrialized a TFT energy recycling technique based on a dual-transistor cell or pixel (DTP) design applied to existing industrial TFT manufacturing DTP TFT, or Dual Transistor TFT, a reflective display technology for use in very low power consumption applications such as ESL. Dual Transistor Pixel technology refers to a pixel design allowing advanced energy recycling. More economical than epaper, it offers alternating screens for promotion scenarios power without much angle view limitations

➤ HD DISPLAY

- TFT - DTP offers higher contrast and resolution enabling wide angle view & more readable information in a limited space

➤ ANIMATION

- The high refresh rate of TFT - DTP enables many basic shelf edge retail needs such as alternating or flashing screens versus the low refresh rate of Epaper which prevents active display features

- [See the special feature in moving pictures](https://vimeo.com/124835368): <https://vimeo.com/124835368>

➤ ULTRA LOW POWER

- As the vast majority of retail store configuration do not have power at the shelf, zero power for shelf edge devices is fundamental. A simple coin-cell battery will give retailers 7 years TFT graphic and communication operability





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G-Tag S 4

- 32 x 25 mm active display area
- Up to 5-year lifetime with 2 updates per day
- Perfect solution for retail stores with high product density and frozen food sections
- Pixel colors: b/w
- Dynamic label (alternating pages)
- Up to 6 pages
- NFC technology (optional)





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G-Tag S 6

- 52 x 25 mm active display area
- Up to 5-year lifetime with 2 updates per day
- Perfect solution for retail stores with high product density and frozen food sections
- Pixel colors: b/w
- Dynamic label (alternating pages)
- Up to 6 pages
- NFC technology (optional)





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Electronic Shelf Labels

S-Tag + labels

- The Segment Tag Series LF is a 152 segment TN-LCD display and has many industry leading features besides the SES-imagotag standard features such as speed and locking system, such as:
 - Alphanumeric scrolling
 - Dynamic blinking
 - Alternating pages
 - Normal operation in extreme temperatures
 - Management Pictos for quick store data reference
 - Up to 5 pages of memory
 - Dynamic promo display
- Two formats
 - The Tags come in two formats: the traditional, S-tag + 6 and S-tag + 4, which is ideal for the small facings in the cosmetic, personal hygiene and perfume aisles, DIY, pharmacy, etc.





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S-Tag + 4

- 36.5 x 20.2 mm active display area
- Up to 5-year lifetime with 2 updates per day
- Perfect solution for retail stores with high product density and frozen food sections
- 5 Management pictos
- Promo display (blinking)
- NFC technology (optional)
- Also available as S-Tag 4
 - 1 management picto





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S-Tag + 6

- 54.4 x 20.1 mm active display area
- Up to 5-year lifetime with 2 updates per day
- Perfect solution for retail stores with high product density and frozen food sections
- 5 Management pictos
- Promo display (blinking)
- NFC technology (optional)
- Also available as S-Tag 6
 - 1 management picto





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Software Jeegy S

- The nerve center of the electronic labelling solution, Jeegy S is an intuitive, scalable, modular software platform designed to address the challenges facing retailers today
- Jeegy S is more than just a software platform used to drive a wide range of digital, dynamic and interactive displays. Jeegy S is the cornerstone of the SES-imagotag solution
- It is linked to MultiCom infrastructure and offers much more than only managing price changes, special offers, product geolocation service and NFC shopping



Jeegy S modules



Pricing & Analytics
Accuracy, agility, intelligence



Store Management
Operating excellence



Promotion
Sales booster



Media+
Boost your sales in HD



Geolocation
Building the store virtual twin



Link
Link products to labels



Monitoring
Know more about system operations



Store Traffic
Analyze visits in real time



Connect
Connect shoppers at the shelf



Retargeting
Reconnect to potential buyers



Shopper Activity
Understand in-store shopper behavior



Pricing & Analytics

Accuracy, agility, intelligence

- The automated price management that our labels and Jeegy S provide, gives you a competitive edge, but also guarantees accurate prices throughout your store.
- Available in one click, Pricing offers a simple and live view of the products and labels in the store. Each item has a detailed history and statistics, to help you keep track of your pricing policy.
- Dashboards with reports (ESLs count, generations, product statistics...) are available for a quick overview.



Store management

Operating excellence

- ➊ Adopt data-driven store management with Jeegy S Store Management.
- ➋ With the data directly displayed on the shelf on our labels, you can monitor information such as product availability or incoming orders.
- ➌ An easy way to manage your facings and inventories, but also to have precise information about the next deliveries, the last order date, the gross margin associated with the product or the sales rotation.



Promotion

Sales booster

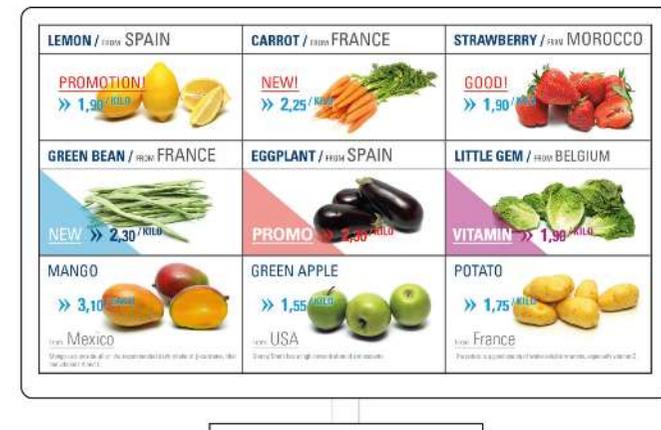
- ➊ Promote items and special offers dynamically. This module enables to manage animated data sequences or color on our labels and can be adapted to any sales scenario.
- ➋ Jeegy S Promotion allows for easy and immediate use of the merchandising and advertising possibilities offered by SES-imagotag labels.



Media+

Boost sales in HD

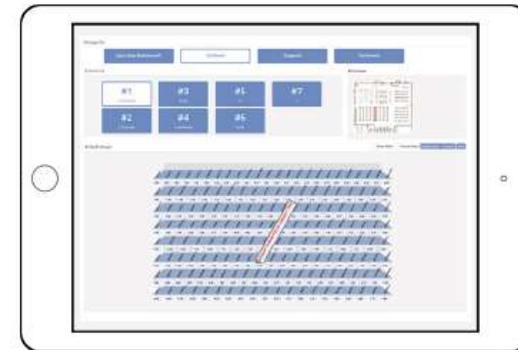
- ➊ Jeegy S Media+ is a module which transforms any television into an electronic shelf label giving you the ability to promote products using high definition pictures.
- ➋ Choose the items you want to display from your desk or at store level with Media+ Controller. A simple drag-and-drop feature enables you to pick the items you want to display on pre-customized single or multiple product templates.



Geolocation

Building the store virtual twin

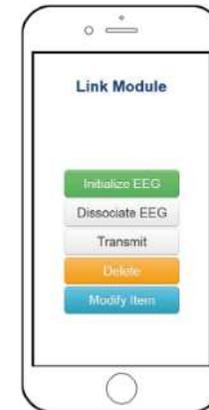
- ➊ Geolocation gives you real-time view of your planogram in Jeegy S. This module enables you to locate each product found in-store and to follow instantaneously each shelf-edge change.
- ➋ Consumers can access a geolocation-based shopping list via a smartphone app which locates products and then suggests an optimized rout through the aisles.
- ➌ The store staff will have an optimized path to pick products for customers or restore product shelves.



Link

Link products to labels

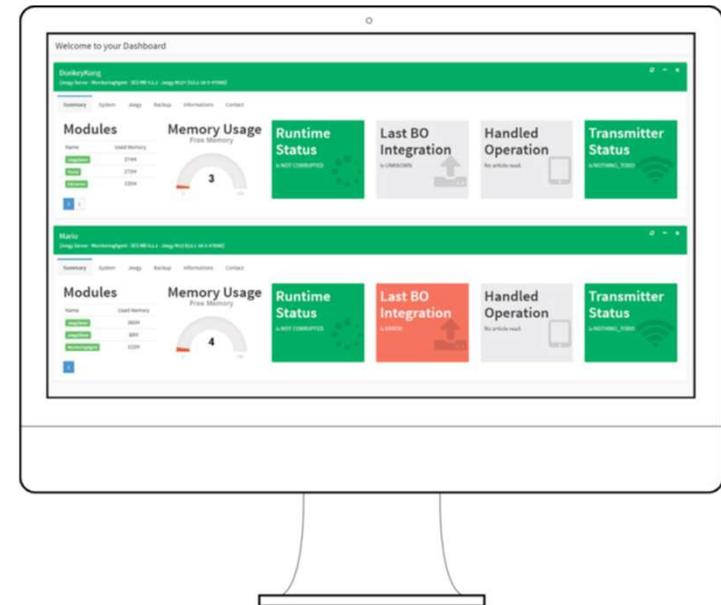
- Link labels and products together through the portable device of choice. This module enables to link products to the labels and to retrieve all the product information in Jeegy S.
- Jeegy S Link is the module needed to associate labels with products, whereas one label can be linked to one or more products.
- Link can be used by scanning barcodes, tapping in NFC labels on different handheld devices such as the store PDA, iOS and Android devices or through a web browser.



Monitoring

Know more about system operations

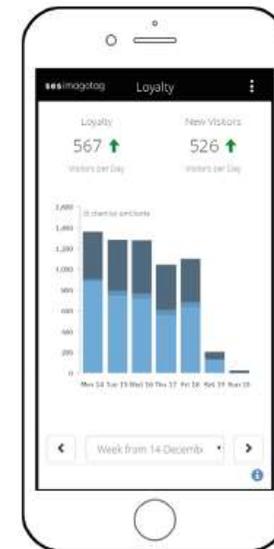
- ➊ This module enables you to visualize the data gathered by Jeegy S in your monitoring software, such as label updates or recent activities of devices.
- ➋ Jeegy S Monitoring enables to cross-reference information between your monitoring software and Jeegy S.
- ➌ Using universal communications protocols, Monitoring acts as a supervising agent between Jeegy S and the monitoring software. Once activated, the information from the software, the labels and in-store devices is made available to your monitoring solution.



Store Traffic

Analyze visits in real time

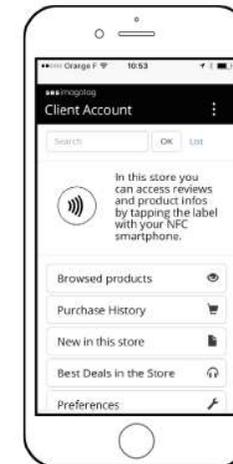
- Store Analytics lets the store manager know in real time how many visitors have entered the store with a simple glimpse at the smartphone. On the consolidated view, the marketing department can monitor total store traffic.
- Through different views store data can be accessed such as real time traffic, the length of visits, the number of new visitors compared to regular shoppers, and also distinguish street traffic from store footfall.



Connect

Connect shoppers at the shelf

- All digital product information is available in-store effortlessly. Shoppers can access it on their smartphone while the store owner can follow their behaviors and the areas of interest.
- Thanks to connected labels (NFC, QR codes) and a dedicated web-based search box, smartphone users can access customer reviews and detailed product information.
- On a personal web app, shoppers will in addition have access to the store visits history, special offers, new products and other services.



Identification

Provide VIP service to those who ask for it

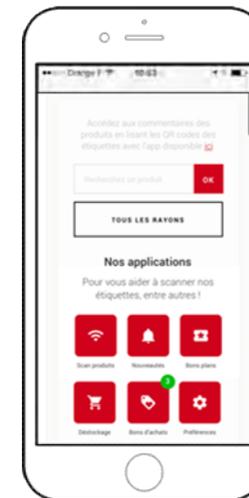
- Visitors who wish to be identified will need to give their phone number as sole credential. It will turn their smartphone into a very modern loyalty card
- In order to access the in-store internet they will need to enter their phone number in the splash page – just once. This makes the link between the physical store and the web.
- Identification will recognize a visitor in any of your stores. It will give them automatic internet access.
- Respect is key in your relationship with you clients. They can delete their visit history or their account in one click at any time.



Storefront

The digital window of your stores

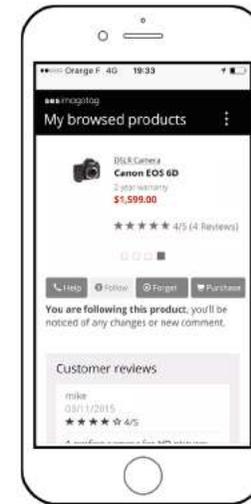
- Once the visitor has joined the store Wi-Fi he will get access to the Storefront of the store where he actually is. It gathers everything he might need online for his physical visit: new arrivals, promotion, refurbished products etc.
- Storefront also gives access to personal data : browsed products, vouchers, coupons, his virtual loyalty card.
- With our partners we will gather and present all compelling functions and apps for in-store usage.
- Thanks to the SMS sent to your phone number the access is extremely simple: one click on the provided URL. No account name, no password, no download, always in the right language.



Retargeting

Reconnect to potential buyers

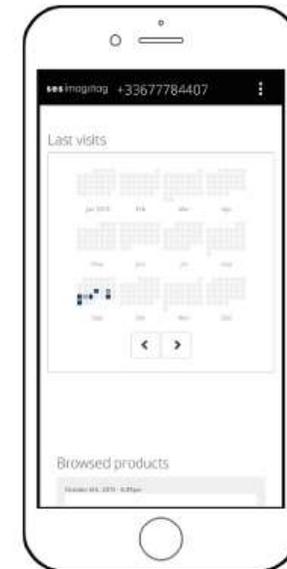
- ➊ Retargeting gives the opportunity to identify and analyze behaviors per product, with the same accuracy as e-merchants' browsing histories.
- ➋ Store visits that did not lead to a sale will have a second chance thanks to Retargeting. With a few clicks, shoppers can follow or forget products that they browsed, purchase them online, and also ask to be called back by the customer service.



Shopper Activity

Understand in-store shopper behavior

- 90% of the customer activity happens in-store and thanks to Shopper Activity the individual behaviors can be analyzed and used for marketing purpose.
- Shopper Activity records automatically all visits and browsed products for each profile. Collecting the information about the shopper enables targeted customer relationship management.
- Profiles can be directly imported into major customer centric tools of the market.





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MultiCom Infrastructure

- ▶ SES-imagotag is the only ESL company in the market offering a multi-frequency radio communications platform (ESLs, Wi-Fi, BLE and NFC)
- ▶ It is able to manage all display technologies (LCD, TFT, e-paper)





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AP-2010

Communications center in the store

- The AP-2010 transmits price information to the labels. Up to 10 000 labels (up to 1950m² coverage depending on store layout) can be managed per access point and the self-organizing network allows automatic label roaming without manual handling.
- The high transmission rate of the 2.4 GHz wireless technology and intelligent task scheduling enables fast and secure updates to the labels.





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MAP-2014

Communications center with WLAN coverage

- The MAP-2014 family consists of two versions (T & Q) of access points and offers professional WLAN coverage, wireless updates of ESL and iBeacon support.
- Integration of all this radio technology into one single device enables an unprecedented range of applications in a single unit.
- Easy integration with existing WLAN installations.
- **MAP-2014 T:** supports up to 10 000 labels per access point
- **MAP-2014 Q:** supports up to 10 000 labels per access point



Transmitter 37020 & 37120

Low frequency



➤ The low frequency radio communications platform from SES-imagotag is made up of one server, one or multiple transmitters, depending on the size of the store and one buffer to synchronize the whole.

➤ **Transmitter 37020 (20 watts):** supports stores up to 600 sq. meters

➤ **Transmitter 37120 (120 watts)**

– 1 supports stores between 600 and 3000 sq. meters

– For stores > 3000 sq. meters, multiple transmitters are required, as well as one buffer.



Appliances

Core appliance & core appliance mini



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- The two versions of the appliance are compact network hardware devices replacing any additional dedicated server in the store. This solution supports single stores as well as multiple stores. A centralized or cloud-based middleware can be linked directly to the service on the appliance.
- **Core appliance:** supports up to 30 000 labels and 7 access points
- **Core appliance mini:** supports up to 500 labels and 3 access points





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Accessories & mountings

Rails, adaptors, cover frames etc.

- SES-imagotag offers a broad range of accessories to meet the various requirements of its customers. The portfolio covers rails, adaptors, cover frames and mountings but the products are also compatible with third party accessories.
- Easylock: ESLs are securely locked inside our rails with our Easylock system. The rails are designed specifically for the ESLs and protect them from crawl, theft and shock
- See full range of accessories & mountings:
<http://www.ses-imagotag.com/en/products/#accessories-and-mountings>



Total ESL merchandising concept for retail



- SES-imagotag ESL design is world recognized for two important features:
 - The ownership of the broadest range of ESLs
 - An incorporated locking system.
 - These two features allow easy integration into the retail environment.
- All SES-imagotag solutions are partnered with local and international plastics manufacturers, giving supply chain control and capacity while keeping costs down to the levels expected by grocery retail.

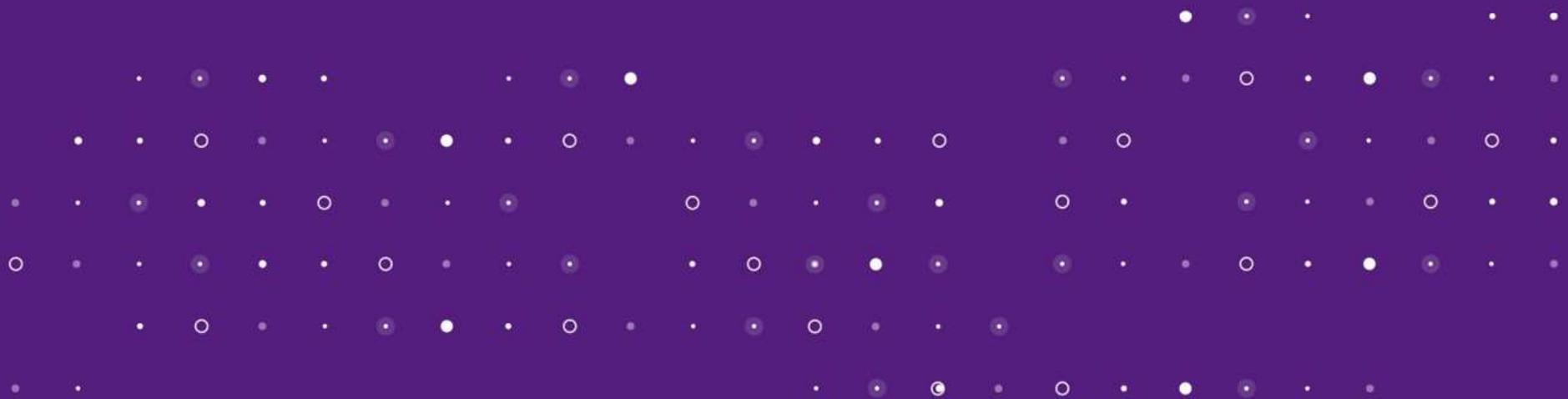
The simple Easylock-solution

- ESLs are securely locked inside the rails with the Easylock system. The rails are designed specifically for the SES-imagotag ESLs and protect the ESLs from crawl, theft and shock.
- The innovative locking system limits ESL replacement, ensures planogram integrity, eliminates shelf crawl, in fact the benefits range from sales to investment protection.



Success stories

Some world class references





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Intermarché

- ▶ Food retailer of the Mousquetaires group
- ▶ More than 1,600 stores installed in France, Belgium and Portugal
- ▶ NFC integrated labels: in-store connected purchase journey with a mobile self-scan to pay application
 - Create shopping list on smartphone
 - E-coupons in real time adjusted to shoppers' preferences
- ▶ [See the business case in moving pictures:](https://vimeo.com/124835368)
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Edeka

- Edeka Group is the largest German supermarket corporation
- More than 20,000 labels installed per store
- More than 100 stores equipped since 2013
- Black cover frame: labels fit seamlessly into store design
- One of the first installations with black/white/red labels





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Marks & Spencer

- Major British multinational retailer specialized in clothing, home products and luxury food products
- Almost 5,000 labels installed in London
- Connected shoppers via NFC
- Realisation of in-store mapping
- Complete integration with the stores existing centralized systems





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Sephora

- ▶ Leader in Cosmetics retailing in France and Europe
- ▶ 320 stores equipped in the perfume sections, in less than one year.
- ▶ G1 retail 1.6 red NFC
- ▶ Perfect solution thanks to the premium readability and design of the label
- ▶ New sector for SES-imagotag





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Darty

- Major European consumer electronics retailer (leader in France)
- NFC labels
- Omnichannel synchronization with Darty's webstore
- Retargeting in-store
- Shopper analytics (Activity, Traffic...)
- MultiCom infrastructure (radio, Wi-Fi, NFC)
- Complete integration with the stores existing centralized systems





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Eat 17

- Award winning convenience store chain operating within London
- 3,000 G1 retail 2.7 red NFC labels installed per store
- One AP-2010 covers the area of a whole SPAR Eat 17 store
- Fully integrated their software with SPARs EPOS system
- Eat 17 won the IDG innovation store of the year award





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Billa

- Market leading full-range food retailer in Austria
- More than 300,000 labels installed for promotion
- Rollout completed by customer's internal IT service (easy plug & play)
- Over 1,000 stores has been realized within an award-winning time of only four month
- Billa now is evaluating the full deployment of all Austrian stores





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Farmacia Niguarda

- G1 retail 2.0 and 2.7 labels
- Full integration of solution into existing account software
- Prices are managed centrally by the medicine supplier as immediate price changes have to be guaranteed
- Installation of the infrastructure and the labels was completed within one day without any impact on the daily business





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Bilka

- Grocery retail in Denmark
- 17 integrated stores with about 30,000 labels per store
- Installed solution enabled Bilka hypermarkets to combine segment and graphic display technologies on a common infrastructure, within the same store





Mr. Bricolage

- French DIY store
- 25,000 ESLs installed on 6 000m²
- Benefits: rise in its profits and a 2-year return on investment
- More stores are planned to be installed in the future



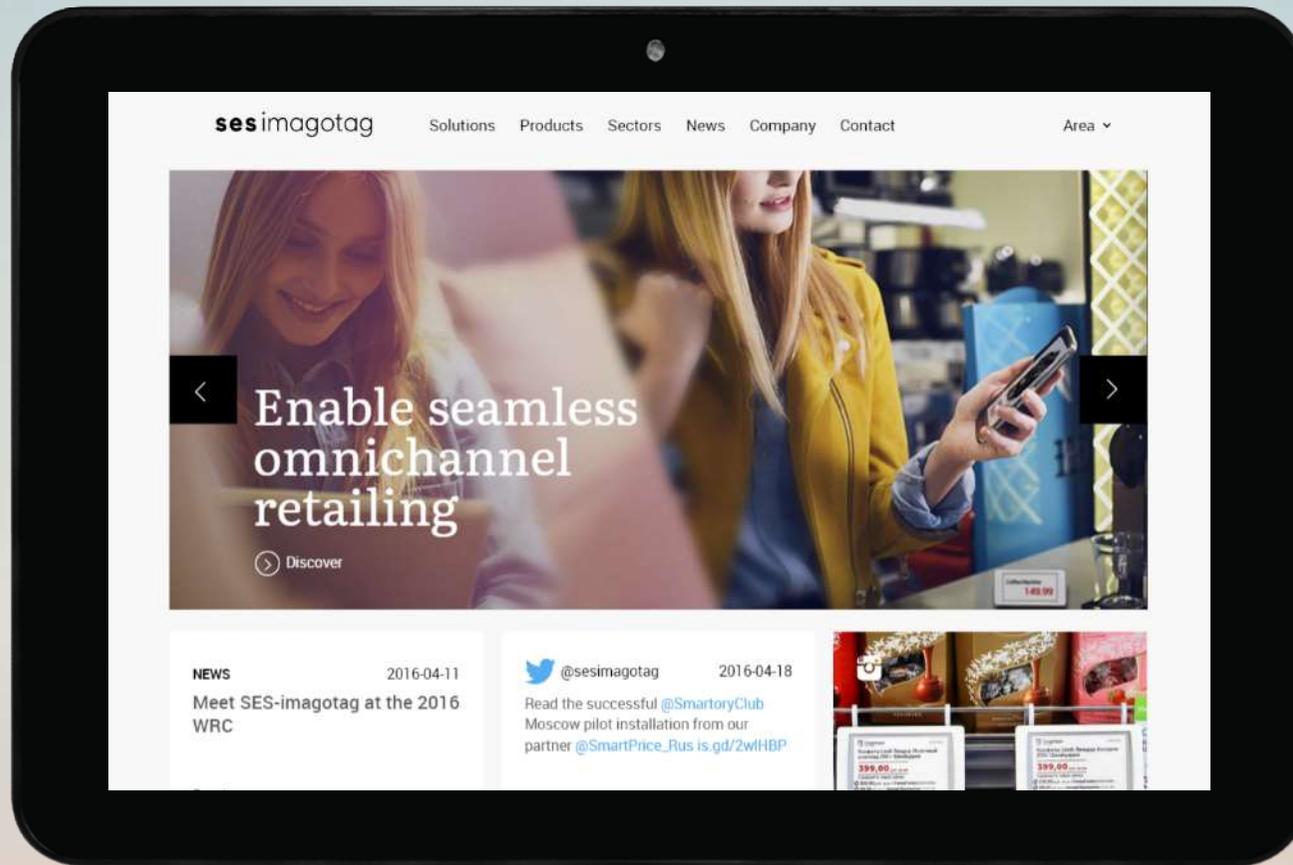


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Jardiland

- Garden stores and pet stores in France, Spain, Belgium, Portugal
- Almost 100 integrated stores and more than 120 franchised and affiliated stores
- Sales performance has improved, ensuring that precise daily targets are met
- Jardiland group was won over by the Easylock mounting system





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