



The revitalized Castorama store of Ormesson is testing geopositioning with Pricer Search

Guyancourt, January 25th, 2017. Castorama Ormesson is piloting the Pricer geopositioning solution and is offering its customers a kiosk through which they can easily search the products they are looking for.

Locate a product using Infrared trilateration

Pricer, the worldwide leader of electronic shelf label (ESL) digital solutions, has developed a unique application based on Infrared (IR) trilateration. The store's ESLs reply to Pricer's communication platform, each using a different signal strength enabling their geopositioning and therefore automatically providing the product's position in the store.

Easily find products with the Pricer Search kiosk

Relying on the IR infrastructure of the Ormesson store, Pricer has implemented a kiosk allowing customers to easily locate products in the store. The kiosk combines an intuitive « article search » function and a digital map of the store. The automated solution greatly improves the customer's experience in a DIY world where searching for products can be difficult.

Geolocalize with Pricer's unified platform

Trilateration is one of the most important components of Pricer's digital solutions. The Pricer platform associates both hardware (SmartFLASH ESLs) and software solutions composing a unique value added offer which can be easily integrated in any IT environment.

Automatic product geolocation provides a better customer experience.

Pricer has won the Paris Retail Awards 2016 in the Customer Experience (360) category with its automatic product positioning solution for stores.

About Castorama

Castorama is part of Kingfisher plc, the European leader of home improvement which operates nearly 1,200 stores in 10 countries in Europe. Its main brands are B&Q, Castorama, Brico Dépôt and Screwfix. Kingfisher also operates the Koçtaş joint venture in Turkey. With 12,000 collaborators and 102 stores in France, Castorama is committed to offer its customers smart products which make their home improvement projects easier. For further information go to www.kingfisher.com

About Pricer

Pricer AB, founded in Sweden in 1991, listed on the NASDAQ OMX Nordic, is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. The increasingly feature-rich Pricer platform is crossing over to solve key store transformation challenges such as customer and employee guidance, task-to-light and order preparation. It is also evolving to support shelf-edge customer personalization, data capture and interpretation.

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

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