



Pricer and Re-Vision partner to enrich self-scanning experience with Automated Product Positioning and Product Flash

Düsseldorf, March 5th 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.

This innovative solution 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. The partnership with Re-Vision clearly is bringing value to our mutual customer base. 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-on-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 with a conceptually new offering, helping retail organizations to align technology with their business goals".

**To see a demonstration of Pricer and Re-vision technologies
at EuroShop 2017,
visit booth # 6A23**



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, 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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