

Store Electronic Systems (SES) and Atos present first digital mock-up of the connected store

***A breaking solution of a store 3D representation in real time
The SES electronic shelf label becomes the technological base of the connected store***

Paris, May 27th, 2014 - Store Electronic Systems (SES), the global leader in electronic shelf labeling systems, and Atos, an international IT services company, announced today the first implementation of the 3D digital mock-up (DMU) of a connected hypermarket for a mass retailer.

Electronic shelf labels (ESL) originally used to display prices and data become a precise geo-referencing indicator for products in the store. The label position is memorised by SES during their set-up and then integrated by Atos into the planogram software to reproduce in Virtual 3D the actual layout of store shelf-displays; this is kept permanently updated.

A live pilot was implemented with a French retailer equipped with the 3D Merchandising solution from Dassault Systèmes, PerfectShelf. The solution is able to set up precise merchandising plans for the item, always in relation to store sales. This permanent synchronised product positioning knowledge, enables significant productivity gains for performing daily employee tasks. It also guarantees the consumer to easily locate items on their shopping list leveraging a new geo-localisation function integrated in the retailer's mobile application.

The electronic shelf label comprises the long awaited network of intelligent sensors to ensure the intermediation between the customer, the items, the retailer and the brand. It brings precise and shared visibility in addition to innovative uses to ensure a seamless digital customer experience.

Thierry Gadou, CEO of Store Electronic Systems says: *"After having connected consumers with their NFC smartphone, the electronic label heralds new uses for micro geo-localisation which have been expected by the mass retail sector. This disruptive innovation improves the store's operational performance because retailers need real time indicators that enable them to react and optimise a department's item-layout that consumers actually buy. The electronic shelf label is thus assured as the essential cornerstone of the connected store, enabling an enriched omni-channel customer experience and helping consolidate the leadership of traditional retailers within new hybrid consumer models. Bringing this project to fruition reveals that this vision, which has been provided by SES since 2012, is now shared by leading players in this field."*

Gilles Grapinet, SEVP of Atos and CEO of Worldline states: *"This digital mock-up of the connected store is a direct result of a close collaboration with SES, and should enable mass retail to quickly benefit from operational gains that have been evident for several years in the industrial sector which has adopted these technologies. To modelize the layout of each hypermarket, which is unique by definition, this is a considerable step forward that enables attaining, directly and sustainably, operational excellence. Associating new technology capabilities to address and business problems is now underway in the mass retail sector a promise of fast stores best able to respond without delay to the changing needs of consumers. Through this common effort between Worldline, Atos subsidiary specialised in electronic payments, and SES, the stores of tomorrow will offer consumers enriched shopping experiences and will be supported by intelligent labels to enable mass retailers to provide new interactive and real time services to consumers"*.

About Atos

Atos SE (Societas Europaea) is an international information technology services company with 2013 annual revenue of € 8.6 billion and 76,300 employees in 52 countries. Serving a global client base, it delivers IT services through Consulting & Systems Integration, Managed Operations, and transactional services through Worldline, the European leader and a global player in the payments services industry. With its deep technology expertise and industry knowledge, it works with clients across different business sectors: Manufacturing, Retail & Transportation; Public Sector & Health; Financial Services; Telcos, Media & Utilities.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. It is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and is listed on the NYSE Euronext Paris market. Atos operates under the brands Atos, Atos Consulting, Worldline and Atos Worldgrid.

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About Worldline

Worldline, an Atos subsidiary, is the European leader and a global player in the payments and transactional services industry. Worldline delivers new-generation services, enabling its customers to offer smooth and innovative solutions to the end consumer. Key actor for B2B2C industries, with 40 years of experience, Worldline is ideally positioned to support and contribute to the success of all businesses and administrative services in a perpetually evolving market. Worldline offers a unique and flexible business model built around a global and growing portfolio, thus enabling end-to-end support. Worldline activities are organised around three axes: Merchant Services & Terminals, Mobility & e-Transactional Services, Financial Processing Services & Software Licensing. In 2013, Worldline's activities within the Atos Group generated (pro forma) revenues of 1.11 billion euros. The company employs more than 7,200 people worldwide. www.worldline.com



About Store Electronic Systems

Store Electronic Systems is the leader in Electronic Shelf Labeling systems (ESL) for large-scale food and non-food retailers. The Group designs, markets and installs all the system's components (software and communication platform, displays, mounts), thus providing clients with a turnkey solution. The range of products and services offered by SES allows retailers to manage pricing dynamically, while significantly improving store productivity and developing new contactless uses for consumers.

www.store-electronic-systems.com

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