

STORE ELECTRONIC SYSTEMS GROUP

Press Release

September 18, 2015

SES NAMED BEST CONTACTLESS SOLUTION AT THE 2015 WORLD SMART WEEK AWARDS

Store Electronic Systems (NYSE Euronext: SESL, FR0010282822), the leading supplier of Electronic Shelf Labels (ESL) for large-scale food and non-food retailers, announces that it has won the Best Contactless Solution award at the World Smart Week Awards.

Awarded at the Smart Innovation Show in Marseille, which is held during the Smart Contactless World trade fair, this prize is further acknowledgment of the innovative solutions offered by SES, and emphasises the continuous R&D efforts undertaken over these last four years.

Indeed, SES now offers a multi-frequency radio communication platform (high- and low-frequency ESLs, Wi-Fi, BLE) compatible with all display technologies (LCD, TFT, e-Paper) used by our electronic shelf labels. Whilst retaining their initial purpose of replacing paper labels, thus saving stores time, our digital price tags are now intelligent and offer new added-value services for consumers and retailers.

This truly disruptive all-in-one product is crucial to the digital transformation of in-store trade. It combines shelf automation processes (dynamic pricing, stock and inventory management) and innovative new contactless marketing services such as self-scan to pay, geolocation, dynamic merchandising, customer identification and real-time targeted offers. SES is thus making a decisive contribution to the convergence of the physical and digital worlds, and to the emergence of true omnichannel trade.

Thierry Gadou, CEO of Store Electronic Systems, comments: *“We’re delighted to see that our solution has been rewarded by the World Smart Week Awards jury. As an innovative technology-driven company, this prize backs the strategic decisions that we have made in recent years to provide an integrated, connected and consumer-oriented solution to our clients. Considering the issues at stake for the Mass Retail industry, this type of solution is the cornerstone for the success of the digital transformation of in-store trade.”*

STORE ELECTRONIC SYSTEMS GROUP

Press Release

September 18, 2015

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.

Store Electronic Systems is listed on Compartment C of Euronext™ Paris.

www.store-electronic-systems.com



ENTERNEXT | TECH40 | LABEL | 2015

Follow us on social media



Contact

NewCap

Florent Alba, Investor Relations & Financial Communication - Tel.: +33 (0)1 44 71 98 55

falba@newcap.fr