

SES-imagotag: New VUSION digital price tag wins the Red Dot Award

Nanterre, 9 April 2018 - SES-imagotag, (Euronext: SESL, FR0010282822), a specialist in digital solutions for physical retail and the worldwide leader in digital price tags, was awarded for VUSION, its new line of digital tags, at the 2018-2019 Red Dot Awards.

The Red Dot Awards, one of the biggest design competitions, recognized the outstanding design quality of the new VUSION tags from SES-imagotag with first place in the "Industrial Equipment, Machinery and Automation at Points of Sale" category.



VUSION tags are the world's most modular digital price tags; they fit every situation in any stores with their elegant and thin design. Each tag is also flashing (LEDs) and interactive (NFC & QR Code), thus enhancing the in-store customer experience through rich content displayed on the tags or accessible via smartphones.

Through the retail expertise gathered by SES-imagotag for the past 25 years and more than 14,000 equipped stores, VUSION tags have been designed to provide retailers with the best IoT platform for them:

- Store efficiency
 - Pricing Automation, Accuracy & Intelligence
 - Product Geolocation & Automatic Stockout Detection
 - Total Shopfloor Optimization



- Customer engagement
 - In-Store Digital Services & Shopper Connectivity
 - Advertising at the Shelf
 - Mobile payments

Following its launch early 2018, substantial order entries confirmed the success of the VUSION line. This new solution will allow SES-imagotag to accelerate its international growth and keep a decisive advantage on the retail IoT market.

Thierry Gadou, Chairman and CEO, concludes: *"We are thrilled that our new VUSION line has been recognized with a Red Dot Award. In addition to its technical qualities, which are unanimously lauded by customers, this award acknowledges the esthetic triumph of its design, which allows it to integrate with any product category in any type of store –a central focus of our R&D work. "*

About the Red Dot Design Awards

The Red Dot Award: Product Design has roots dating back as far as 1955 and determines the best products created each year. In 2018, designers and manufacturers from 59 countries submitted more than 6,300 objects to the competition. True to the motto "In search of good design and innovation", a jury comprising roughly 40 members assessed the products individually based on the original. The strict judging criteria, which include level of innovation, functionality, formal quality, ergonomics and durability, provide a frame of reference which the jurors then complement with their own expertise. The sought-after Red Dot award has been the revered international seal of outstanding design quality.

www.red-dot.de

About SES-imagotag

For 25 years, SES-imagotag has been the trusted partner of retailers for in-store digital technology. SES-imagotag, the worldwide leader in smart digital labels and pricing automation, has developed a comprehensive IoT and digital platform that delivers a complete set of services to retailers. The SES-imagotag solution enables retailers to connect and digitally transform their physical stores; automate low-value-added processes; improve operational efficiency; inform and serve customers; ensure information integrity to continuously optimize on-hand inventory; prevent stock-outs and waste and create an omni-channel service platform that builds loyalty and meets evolving consumer expectations.

www.ses-imagotag.com

SES-imagotag is listed in compartment B of the Euronext™ Paris

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