

Retail Big Show 2016-NYC: Pole Star and Pricer announce a technical and commercial partnership to bring end-to-end, accurate and scalable Indoor Location Solution to the US Retail market.

January 18, 2016: Pricer, the global leader in shelf-edge digital solutions for Tier 1 retail and Pole Star, a pioneer and world leader in indoor location announce at NRF 2016, a new joint solution enabling In-store positioning of both products and customers. Combined with Pricer's unique real time automated product locator, shoppers are guided inside the store to the products they are searching for.

Mobile retail applications will be enhanced by Indoor Location based features aiming at improving the user experience. With the massive adoption of the Indoor Location Based Services, the partnership between PRICER and POLE STAR, will bring the Retail's LBS to the next level, bringing a complete and industrialized solution to retailers which will accelerate the penetration of Indoor location based services in the Points of Sales.

The NAO Campus Indoor positioning technology of Pole Star integrated within the Pricer Product Location solution based on Infrared trilateration enables, once the shoppers are inside the store, to optimize their shopping route and to guide them via the Pricer platform to the actual products and promotions they are looking for. With this integrated and optimized solution, new value added features, such as hyper local targeting or Indoor location based analytics improving drastically the analysis and the understanding of the shoppers behaviors inside the store, are made possible for the benefit of the stakeholders, Retailers, Brands and Shoppers.

"We are very proud to see a global leader such as PRICER select our Company, Pole Star and our products based on our NAO technology to enrich their platform to solve key store transformation challenges" said Christian Carle, Pole Star CEO.

"The combination of Product Location and Device/Customer Location culminating in shelf edge product flash mode are a powerful enabler for retail store digitization," said Gary Glaser, Head of Pricer US operations.

About POLE STAR:

Pole Star, founded in 2002 and based in Europe and the United States, is the pioneer and world leader in indoor location. Pole Star's mission is to deliver high performance and complete range of indoor location services for venue owners and mobile solution providers Covering over 100 million square feet of indoor areas worldwide. Pole Star has an impressive customer portfolio along with a trusted partner network that have been trained to support and integrate the NAO Campus[®] technology in their global offerings, which can now be done quickly and affordably using Pole Star's patented and revolutionary cloud-based indoor location service. Pole Star delivers SDK to its partners enabling an easy integration into mobile app and APIs offering several level of services from the "Blue dot" and Indoor Positioning to Real time Indoor Location Analytics through precise geofencing and proximity detection. This complete range of indoor location solutions revolutionizes relationships between venue owners, and consumers or visitors allowing them to interact at each point during their visit.

About PRICER:

Pricer is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience. Pricer's infrared ESL platform is fast, robust, interconnectable and scalable. Pricer's range of holistic solutions are all built on this intelligent and flexible platform, and have been stacked according to the five major retail tenants they support:

- *Price – guarantee price integrity to optimize sales and margins*
- *Performance – make operations more efficient and compliant; speed, agility, excellence, etc.*
- *Promotion – tailor and enhance promotions both digitally and physically at the shelf*
- *Personalisation – manage and improve your customers' shopping experience*
- *Prediction – use Big Data to help your customers and your store's performance*

Pricer, founded in 1991 in Uppsala, Sweden, offers the most secure and fastest in-store shelf-edge communications solution. Pricer works with the world's top retailers, small and large alike: grocers, DIY, electronics and speciality stores. Today, over 13 000 stores of the leading retailers worldwide are installed with Pricer's leading platform.

Pricer AB (publ.) is quoted on the Nordic Small Cap list of OMX. For further information, please visit www.pricer.com

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@POLESTAR_ & PRICER are joining their forces to bring Indoor Location based services to the next level for the Retail market

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