

# New prestigious contract for ZetaDisplay in Norway

**Malmö - ZetaDisplay AB (Nasdaq Stockholm:ZETA)** announces that ProntoTV, the Norwegian subsidiary, has won a tender for a new contract with Ruter AS, the public transportation company for Oslo and Akershus. The tenure of the contract is ten years and starts right away. The contract value is estimated at 20 MNOK (2 M€).

The outcome of the tender was made public earlier today through Ruter AS. ProntoTV scored 9.85 out of a ten-point scale and outperformed the competitors. “The best proposal was made by ProntoTV considering their overall presentation and the set up both for installation and the daily operations”, comments Ruter AS their decision.

## About Ruter

**Ruter AS** is a publicly owned company responsible for public transportation in Oslo and Akershus, Norway. Ruter AS decides upon pricing and traffic lines for the metro, tram, buses and ferries in the two Norwegian counties.

This information is such information that ZetaDisplay AB is required to disclose under the EU market abuse regulation and the Securities Market Act. The information was provided, by Leif Liljebrunn, for publication on February 8th, 2019 at 15:30 CET.

## For questions, please contact:

Leif Liljebrunn, President and CEO  
**Phone** 0708-45 80 52  
**Email** [Leif.liljebrunn@zetadisplay.com](mailto:Leif.liljebrunn@zetadisplay.com)

Ola Burmark, CFO  
**Telefon** 0708-21 57 86  
**E-mail** [ola.burmark@zetadisplay.com](mailto:ola.burmark@zetadisplay.com)

## About ZetaDisplay

ZetaDisplay is a complete provider of visual communication solutions to influence behavior on the last meter in a physical store or regarding internal communications. The company is built on a profound understanding of human behavior in decision-making situations. ZetaDisplay deliver its insights using a smart technology platform that generates engaging digital display solutions. The company has annual net sales of 400 MSEK and employs 140 employees at eight offices in six European countries. The share is listed on the NASDAQ OMX Stockholm Stock Exchange [ZETA]. More information at [www.zetadisplay.com](http://www.zetadisplay.com)