



## Press release

# Delfi Technologies A/S and Visma Retail AS in Norway have signed a partnership agreement about delivery of Breece System to Visma's customers in Norway.

### The Visma cooperation

Delfi Technologies A/S and Visma Retail AS in Norway have signed a partnership agreement about delivery of Breece System to Visma's customers in Norway.

Visma Retail AS handles the delivery, installation and support of Breece System from Delfi.

The Breece solution consists of electronic shelf labels and innovative software modules for design and management of these.

The partnership agreement is the foundation for implementation Breece System at Visma's Norwegian customers.

Køge, Denmark - April 29, 2011

Delfi Technologies A/S and Visma Retail AS in Norway have signed a partnership agreement about delivery of Breece System to Visma's customers in Norway. The Breece solution consists of electronic shelf labels and innovative software modules for management and design of these. The solution streamlines store operations and ensures consistency between the price indicated on the electronic shelf label and the cash line. Simultaneously the COOP stores can use their existing IT systems to collect and afterwards update the electronic shelf labels with actual marketing information.

One of the largest advantages with the Breece solution is that the entire installation and startup process can take place while a store maintains its daily operations and serves its customers. The implementation process is short and requires no reconstructions of the store. It is a centralized solution that provides the option of implementing central updates at chain level with every store involved. But at the same time, it is also possible for each store to make its own updates. With the Breece solution, it is also possible to integrate price and product information on the electronic shelf labels with data from the store's existing IT systems.

Sales and marketing manager at Delfi, Michael Jørgensen, explains the cooperation:

*"Delfi's solution with Breece System and the full graphical electronic shelf labels is a centralized solution with a short implementation process that can be integrated in a store while the store maintains its daily operations. The partnership agreement with Visma Retail will make the basis for an exciting cooperation on implementing Breece System at Visma's customers in Norway."*

Visma Retail looks forward to implementing Delfi's Breece System at their customers in Norway. Gaute Green-Stensrud, CEO of Visma Retail, says:

*"Visma Retail has signed a partnership agreement with Delfi. The agreement gives us the opportunity to offer solutions with the next-generation full graphical shelf labels to our customers. With Delfi's Breece System it is fast and easy to link products to the electronic shelf labels. In addition, the maintenance of the system is simple. Our goal is always to deliver solutions to customers that help to create value and increase efficiency for the individual store and our chain of stores. We are convinced that we, along with Delfi, will expand our product portfolio with yet another value added product, and look forward to working with Delfi around the implementation of Breece System at our customers in Norway."*

The Breece solution is fully graphical which means that everything from item text and images to barcodes and logos can be combined on the electronic shelf labels. With the fully graphical electronic shelf labels, it is possible to manage the entire store. This saves the store personnel for the time spent on manually replacing the traditional paper shelf labels, which provides more time for sale and customer care and helps to improve the store's performance. The concept with Breece System is based on wireless technology. In this way the disruptions in the store are minimal – the whole system can be integrated quickly and simply and all the electronic shelf labels (epops) can be updated at one time without affecting the existing infrastructure.



Denmark +45 70 222 555  
Sweden +46 8 742 20 55  
Norway +47 32 78 12 11

[www.delfi.com](http://www.delfi.com) [info@delfi.com](mailto:info@delfi.com)





## Press release

### Breece System and electronic shelf labels - the safe choice for future retail environments

### Control store network centrally, cost-effective solution, flexible design options and light-touch infrastructure.

#### **Breece System**

The Breece System is an innovative solution developed by Delfi Technologies A/S to manage electronic pricing in retail applications.

Breece System provides retail chains larger competitive advantages and opens up multiple daily updates on pricing and product information.

The solution works alongside the store's existing technology and is designed to ensure a simple and cost-effective integration with existing IT systems.

Read more about the solution at [www.breecesystem.com](http://www.breecesystem.com).

#### **About Delfi Technologies A/S**

Breece System is developed by Delfi Technologies A/S, a well-established company that has existed in the retail business for more than 20 years.

Delfi delivers solutions for the retail industry - within data capture, barcode equipment, Point of Sale equipment, and service and development of software to this. Delfi delivers hardware and software for bar code solutions through a wide network of partners in Denmark, Sweden, Norway and Vietnam.

#### **About Visma Retail AS**

Visma Retail is the largest total supplier of IT solutions to leading retail chains in Scandinavia. Visma Retail provides a complete suite of standard software solutions and services that are fully integrated with equipment and solutions from leading manufacturers. As a total solution provider, Visma Retail takes full responsibility for consulting, projects, installation, education, support, technical service and IT operations. Through the different solutions and services, Visma Retail provides the customers a streamlined and integrated process through the entire value chain.

In brief, Visma Retail makes it easier for stores to be effective.

Visma is a leading supplier of software and services within finance and administration. The group consists of five business areas: Visma BPO Accounting and Payroll, Visma Software, Visma Commerce Solutions, and Visma Visma Retail Projects & Consulting. Visma simplifies and digitalizes processes at more than 240,000 customers in both the private and public sector. The group has more than 4,300 employees.

Respect, reliability, innovation, competence and team spirit.

#### **About ZBD Displays Ltd.**

ZBD is a leader in the design and supply of the next generation of electronic shelf edge labeling (ESL) - epaper for retail - and associated software solutions for the retail industry. The company blends strategic vision and commercial focus with world-class scientific, engineering and manufacturing expertise.

ZBD has an extensive intellectual property portfolio and unparalleled expertise in LCD design and manufacture. Through contemporary design, innovative technology and sound engineering, ZBD's product portfolio offers an environmentally-friendly, 21st century alternative to traditional paper labeling usually employed in the retail environment.



Denmark +45 70 222 555  
Sweden +46 8 742 20 55  
Norway +47 32 78 12 11

[www.delfi.com](http://www.delfi.com) [info@delfi.com](mailto:info@delfi.com)



**For more information, please contact:**

**Delfi Technologies A/S on phone +45 70 222 555 or [www.breecesystem.com](http://www.breecesystem.com)**

**Visma Retail AS on phone +47 33 34 94 00 or [www.visma.no/retail](http://www.visma.no/retail)**