



ZetaDisplay supplies Digital Menu Displays to Fazer Amica of Finland

The Finnish business Fazer Amica, part of the Fazer Group, has chosen to implement digital menu displays through the ZetaDisplays subsidiary in Finland. First and foremost they want to make their stores more modern and attractive to customers. The chain wants to be able to control the menu choices from a central location, but to allow restaurants to make local alterations when necessary. The first installation by ZetaDisplay was at the F8 restaurant in the prestigious Stockmans department store in Helsinki.

Fazer Amica is the leading company in food services in Scandinavia and the Baltic, with the task of offering good food and customer-tailored service solutions. The mission of the Fazer Group is to create tasty sensations. The business is based on customer focus, excellent quality and co-operation. The company operates in Scandinavia, Estonia, Latvia and Russia, and serves over 500,000 meals every day.

Fazer Amica is a centralized organization covering purchasing, its range, marketing and menus. With help from the ZetaDisplay subsidiary in Finland the chain is now investing in digital signage, focusing on digital menu displays. The aim is to strengthen the restaurants by informing customers who are inside, where they are most receptive to influence, and to raise the level of customer service.

"We are really happy that our investment in menu solutions is giving results. The business with Fazer Amica is just one of several on-going projects where we are implementing service provision solutions. We are working on methods to test and measure the effects of Digital Signage in that branch. For Fazer Amica the tests have shown that this media works if it is properly utilized," says Leif Liljebrunn, ZetaDisplay Deputy Managing Director.

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ZetaDisplay AB (plc)

ZetaDisplay AB, with its head office in Malmö, Sweden, and subsidiaries in Copenhagen, Helsinki and Oslo, is a leading supplier of platforms for, among other things, active media that is used to generate increased sales and provide a positive experience for consumers in retail stores and public areas. With the aid of the company's patented technology, for example advertising films can be transferred via the mobile telephone network or broadband, and presented in a network of permanently installed or portable digital displays. ZetaDisplay is growing rapidly in both Sweden and internationally, and the company's solutions are in use by companies including ICA, Länsförsäkringar, Nordsjö Idé & Design, Team Sportia, Icehotel, Jyske Bank, Carlsberg and Magasin du Nord.

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