

## SES-imagotag wins the 2017 LSA Award for its automatic stockout detection solution

**SES-imagotag (Euronext: SESL, FR0010282822)**, a specialist in digital solutions for physical commerce and the world leader in connected digital price tags, announces that it has received a prize for the third year in a row at the 2017 LSA Innovation Awards, in the “Merchandising” category, for its **Shelf Watch** automatic stockout detection solution.

The LSA Innovation Awards recognize the most innovative retailers and manufacturers selected by 40 prominent professionals in the mass retail sector.

This year, the jury awarded the prize to **Shelf Watch**, SES-imagotag’s automatic stockout detection solution. The geolocated digital tags, which were already awarded a prize in 2016, show the exact location of each product. The tags are now linked to surveillance cameras that track and monitor the shelves, detecting all inventory stockouts and anomalies. This information then appears on a digital store map that shows the corrective measures to be taken by store managers. With this helpful tool, staff can focus their attention on keeping shelves in perfect order, avoiding shortages and the ensuing loss of revenue, and making themselves more available for customer service.

**Thierry Gadou, Chairman and CEO of the SES-imagotag group**, commented: “*For the third year in a row, a jury of retail professionals has recognized our R&D investments aimed at offering solutions at the cutting edge of innovation. Retail is detail. Good performance depends on having constant access to quality information that enables you to take specific actions and automate as many tasks as possible, thereby maximizing each employee's added value. For store owners, the Shelf Watch offer is a real asset because it gives them a detailed breakdown of their inventory and the condition of their shelves in real time, all while helping them optimize that inventory and product availability. Digital technology is revolutionizing the industry and making it possible to reach new levels of excellence in stores to the advantage of customers and retailers.*”

### About SES-imagotag

For 25 years, SES-imagotag is the trusted partner of retailers for the use of digital technology in stores. SES-imagotag, the worldwide leader in smart digital labels and pricing automation, develops a comprehensive IoT and digital platform that delivers a complete set of services to retailers. The SES-imagotag solution enables retailers to connect and digitize 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](http://www.ses-imagotag.com)

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