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PRESS RELEASE

FuturaMedia launches Arche Digitale: a new shelf advertising system for pharmacies

Boulogne Billancourt, April 3, 2018

FuturaMedia, a Cegedim Group subsidiary specializing in digital out-of-home (DOOH) advertising for pharmacies and 360° digital communication solutions, has begun marketing a new modular shelving system with digital screens called Arche Digitale.

Arche Digitale is a new concept in advertising screens, which *FuturaMedia* is marketing to pharmacies. It is the first remotely operated, connected system whose metal body encompasses the entire shelf and can continuously show engaging content related to products on the shelf through an integrated widescreen display and two touchscreens on the sides. This solution can highlight products on the shelf using LED backlighting installed in the framework. The arch can be adjusted to fit any size shelf¹.

This new remotely operated media system gives users the ability to adjust content easily and flexibly. It can be updated in real time depending on the weather or what illnesses are in season, for example. Promotions can also be tailored to inventory levels over set periods. Each arch can be personalized to reflect the pharmacy's architecture and interior design.

Digital media is booming

FuturaMedia already has an extensive catalog of digital solutions dedicated to merchandizing in pharmacies, including digital signage for shelves and endcaps. Both products have been big successes in pharmacies.

Digital media is one of the fastest growing segments in the communications sector, particularly in the pharmaceutical industry. Movement is eye-catching: 85% of consumers think that DOOH presents a better brand image; 85% think that DOOH makes shoppers curious and draws attention; and 78% think that DOOH makes a more lasting impression².

"The point of sale is a unique media space, and ad systems that include digital media make an unrivalled impact regardless of the target audience," notes *Guy Taieb, CEO of FuturaMedia*. "To better serve our clients' needs, the R&D department at *FuturaMedia* is always developing innovative new digital solutions tailored to the point of sale and to the needs of pharmacists and their clientele."

The *FuturaMedia* team will be in attendance at *PharmagoraPlus* on April 7th and 8th, 2018, at Paris' Porte de Versailles convention center, at **stand G50**.

¹ Available sizes: 200 x 100 cm and 250 x 150 cm, with several sizes of widescreen displays

² Source: <http://www.affichage-dynamique-facile.com/etudes-digital-signage/>, according to a 2015 IAB study

About FuturaMedia:

FuturaMedia is a Cegedim Group company that has been specializing in point-of-sale digital media since 2004. It develops digital communication solutions for the Group's business units, groups of affiliated pharmacies, and independent pharmacies. FuturaMedia takes a 360° approach to managing its digital communication solutions.

For more information, please visit: www.futuramedia.fr

About Cegedim:

Founded in 1969, Cegedim is an innovative technology and services company in the field of digital data flow management for healthcare ecosystems and B2B, and a business software publisher for healthcare and insurance professionals. Cegedim employs more than 4,200 people in more than 10 countries and generated revenue of €457 million in 2017. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: www.cegedim.com

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Aude BALLEYDIER**Cegedim**

Media Relations and
Communications Manager

Tel: +33 (0)1 49 09 68 81
aude.balleydier@cegedim.fr

Mélanie BRUGNACCHI**FUTURAMEDIA**

Service Communication

Tél. : +33 (0)1 49 09 78 76
melanie.brugnacchi@futuramedia.fr

Marina ROSOFF**For Madis Phileo**

Media Relations

Tel: +33 (0)6 71 58 00 34
marina@madisphileo.com

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