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## PRESS RELEASE

### Futuramedia's new Clip Santé app lets pharmacists easily create animated digital content for store displays

**Boulogne Billancourt, June 27, 2018**

**Futuramedia**, a Cegedim Group subsidiary, specializes in Digital Out-of-Home media (DOOH) and designs 360° digital communication solutions. The company has enriched its digital offering with a new online app for pharmacists, **Clip Santé**.

**Clip Santé** is a digital solution that is easy to use, allowing pharmacists to create animated messages with just a few clicks. The messages are then displayed on screens inside the pharmacy for customers and in shop windows for passers-by.

Pharmacists can also use **Clip Santé**, which is accessed online via a secure dedicated server, to manage a variety of digital screens, such as small screens in store aisles or digital endcaps. This new user interface rounds out **Futuramedia's** range of turnkey digital communication tools, which includes digital displays, players, targeting, and customer service.

#### **Flexible management of digital content**

Software: the **Clip Santé** digital communication solution has been redesigned to include new content, new products, and new topics. The default setting is a video loop that changes monthly, and pharmacists have three options for managing content:

- Let the monthly loop play as-is,
- Alter certain sections of the monthly loop,
- Create an entirely original loop.

Hardware: the package includes the rental of three interior screens and/or a shop window screen, content, maintenance, customer service, and access to the **Clip Santé** user interface.

**Clip Santé** gives pharmacies a new way to communicate with customers that lets pharmacists manage the content flexibly and remotely. Pharmacists can create and schedule their own video loops, update them in real time, and display new content immediately.

"We are excited to be providing pharmacists a communication tool that is so easy to use and will put them in control of what their customers see on in-store displays. This new app shows yet again that we are constantly seeking innovative ways to serve our clients," said **Guy Taieb**, **Futuramedia CEO**.

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**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](http://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).

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**Aude Balleydier**  
**Cegedim**  
 Media Relations and  
 Communications Manager  
 Tel: +33 (0)1 49 09 68 81  
[aude.balleydier@cegedim.fr](mailto:aude.balleydier@cegedim.fr)

**Mélanie Brugnacchi**  
**FUTURAMEDIA**  
 Service Communication  
 Tél. : +33 (0)1 49 09 78 76  
[melanie.brugnacchi@futuramedia.fr](mailto:melanie.brugnacchi@futuramedia.fr)

**Marina Rosoff**  
**For Madis Phileo**  
 Media Relations  
 Tel: +33 (0)6 71 58 00 34  
[marina@madisphileo.com](mailto:marina@madisphileo.com)

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