



EPAM and Black Box Create In-Store Dynamic Advertising Solution Using Instant Facial Recognition

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Focus on Personalization Delivers Targeted Ads to Consumers While They Shop

NEWTOWN, Pa., Jan. 11, 2018 (GLOBE NEWSWIRE) – EPAM Systems (NYSE:EPAM), a leading global provider of digital platform engineering and software development services, and Black Box (NASDAQ:BBOX), the trusted digital partner for global connectivity solutions at the intelligent retail edge, today launched an in-store dynamic advertising solution that delivers personalized ads to consumers. By utilizing facial recognition technology and pulling intelligent data, the solution will instantly target relevant ads to shoppers based on demographics, such as age and gender.

According to the latest State of the Connected Customer Report, 58% of consumers say it's absolutely critical or very important for companies to provide a personalized experience and 52% of consumers are likely to switch brands if a company doesn't make an effort to personalize communications to them.

"By leveraging immersive technologies, such as Artificial Intelligence, Augmented Reality and facial recognition, retailers are looking to meet consumer demands and remain competitive by focusing on personalization," said Pedro Silva, Senior Director, Business Consultancy, EPAM. "The combination of Black Box's infrastructure expertise, global design, deploy and manage capabilities, and presence in thousands of leading retail stores and EPAM's expertise in big data and intelligent solutions will help our customers bridge the gap between physical and digital commerce."

To deploy the solution, Black Box will provide the network infrastructure, cabling, digital signage and maintenance, while EPAM will leverage its expertise in artificial intelligence, big data and analytics to make it customizable for retailers with multiple sites spread across large geographies. The advertising solution, which will be demonstrated at NRF 2018 from January 14-16 in New York City, will allow EPAM and Black Box enterprise clients to generate more revenue and reclaim market share lost to online retailers by appealing to customer's shopping preferences.

"Delivering a highly relevant ad—instantly—enables sales growth that is trackable and can be tied to a direct ROI for this IT solution," said Jay Lanners, Vice President of Global Markets Accounts-Retail at Black Box. "Digital innovation like this seamlessly tackles shopper awareness, consideration, and engagement. The partnership between EPAM and Black Box is a natural fit. Both companies are dedicated to delivering technology that will reinvent brick-and-mortar retail stores, drive revenue, and exceed end-user expectations—all at a global scale."

To see a demo of the dynamic advertising solution at NRF 2018, visit Black Box and EPAM from January 14-16 at Level 1 – Booth #327 or visit <http://web3.blackbox.com/NRF-2018>. For more information about the digital platform engineering and software development services that EPAM provides, please visit www.epam.com. For more information about Black Box, visit www.blackbox.com.

About EPAM Systems

Since 1993, EPAM Systems, Inc. (NYSE:EPAM) has leveraged its core engineering expertise to become a leading global product development and digital platform engineering services company. Through its 'Engineering DNA' and innovative strategy, consulting, and design capabilities, EPAM works in collaboration with its customers to deliver innovative solutions that turn complex business challenges into real business opportunities. EPAM's global teams serve customers in over 25 countries across North America, Europe, Asia and Australia. EPAM is a recognized market leader among independent research agencies and was ranked #12 in [FORBES 25 Fastest Growing Public Tech Companies](#), as a top information technology services company on [FORTUNE'S 100 Fastest-Growing Companies](#), and as a top [UK Digital Design & Build Agency](#). Learn more at <http://www.epam.com/> and follow us on Twitter [@EPAMSYSTEMS](#) and [LinkedIn](#).

About Black Box

Black Box (NASDAQ:BBOX) is *the* trusted digital partner. With more than 40 years of experience connecting people and devices, we are dedicated to helping clients embrace the intelligent edge and enable their digital transformation. Our award-winning products and extensive service connect you with your customers, your team, and the world. Every day, our customers trust us to design, deploy, and manage their digital needs including retail IoT solutions, healthcare, and mission-critical control room infrastructures across commercial enterprise and governmental organizations. With a global presence and extensive team of technical experts, we make digital transformation possible whether at one location or hundreds. Black Box® and the Double Diamond logo are registered trademarks of BB Technologies, Inc.

Forward-Looking Statements

This press release includes statements which may constitute forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, the accuracy of which are necessarily subject to risks, uncertainties, and assumptions as to future events that may not prove to be accurate. Factors that could cause actual results to differ materially from those expressed or implied include general economic conditions and the factors discussed in our most recent Annual Report on Form 10-K and other filings with the Securities and Exchange Commission. EPAM undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as may be required under applicable securities law.

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