



NCR Retains Worldwide Leadership in Bar Code Scanners

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ATLANTA--(BUSINESS WIRE)--Dec. 8, 2003--NCR Corporation (NYSE:NCR) remains the global market leader in shipments of retail point-of-sale (POS) stationary bar code scanners, according to the latest report from marketing research firm Venture Development Corporation (VDC). The VDC study ranks NCR number one in shipments in the Americas and worldwide for 2002, marking the fifth consecutive year.

"NCR introduced bar code scanners to retail and continues to innovate with new technology like the NCR RealScan 7876 super ASIC (SA) bi-optic scanner scale, which greatly improves front-end productivity by reading scan lines nearly three times faster than that of our nearest competitor," said Lois Kemp, NCR RealScan product line director.

Since NCR installed the first bar code scanner in a supermarket in 1974, retailers around the world have turned to NCR scanners for their store automation needs. "NCR scanners are designed with the customer and the cashier in mind," said Kemp. "They are easy to use and easy to learn, improving checkout efficiency and customer satisfaction."

NCR Scan Doctor software actually "speaks" to the cashier to describe any problem and explain how it should be fixed.

About Venture Development Corporation

Venture Development Corporation, a technology market research and strategy firm, was founded in 1971 by graduates of Harvard Business School and MIT. Over the years, VDC has developed and fine-tuned a unique and highly successful methodology for forecasting and analyzing dynamic technology markets. The company has over 30 years of experience in providing market research, strategic analysis and consulting services to technology companies worldwide. The VDC mission is to provide clients with strategic and tactical information that satisfies real needs and will provide lasting value, fostering client loyalty and respect. To learn more about VDC, visit www.vdc-corp.com.

About NCR Corporation

NCR Corporation (NYSE:NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's ATMs, retail systems, Teradata(R) data warehouses and IT services provide Relationship Technology(TM) solutions that maximize the value of customer interactions. Based in Dayton, Ohio, NCR (www.ncr.com) employs approximately 29,300 people worldwide.

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