



NCR Integrates RFID Hybrid Scanner with POS Software; Evaluation Solution Available for Retailer Trials to Assess Impact of RFID Integration on Checkout and Other Store Processes

January 11, 2005 at 10:30 AM EST

ATLANTA--(BUSINESS WIRE)--Jan. 11, 2005--NCR Corporation (NYSE:NCR) today announced that it has integrated a hybrid scanner, which reads radio-frequency identification (RFID) labels as well as bar codes, with the NCR Advanced Store point-of-sale (POS) application. The solution is being offered for lab testing to retailers who want to evaluate the potential impact of item-level RFID tagging on POS operations and other store processes.

"RFID labels are already being applied to individual packages of some larger and high-value items, such as consumer electronics products," said NCR RFID Director Ellen Boerger. "This opens the door for retailers who want to look beyond supply-chain applications and assess the possible integration of RFID into store operations. NCR has taken the lead in developing this solution and is offering to partner with retailers who are ready for meaningful testing."

The latest addition to the company's portfolio of RFID solutions and services, the integrated POS solution will be demonstrated to retail executives who visit the NCR booth, no. 1853, at the National Retail Federation's 94th Annual Convention and EXPO, Jan. 17-18, in New York.

"The architectural strength of NCR's application software enables the integration of emerging technologies such as RFID," said NCR Retail Software Vice President Greg Egan. "NCR Advanced Store, which has been proven in some of the largest retail environments in the world, is particularly effective at providing this type of bridge from the past to the future."

NCR's RFID offerings encompass data warehousing, labeling solutions and a range of services.

- The NCR RFID Services portfolio comprises consulting, design, integration, installation, maintenance and support. Drawing on its retail and radio-frequency technology experience, NCR tailors its services to help retailers define and negotiate the RFID course that best meets their individual goals. For example, a baseline assessment provides a thorough analysis of project impact on current systems, including application and data, and supporting business processes. This assessment is designed to help retailers see the size and scope of an RFID project - before they make a decision to proceed.
- Enabling active data warehousing solutions with RFID, the Retail Logical Data Model (RLDM) 4.0 from Teradata, a division of NCR, supports the serialization of pallets, cases, items and store assets to optimize operations. The RLDM, combined with Teradata's extensive consulting services and specialized software applications, enable the Teradata(R) Warehouse to deliver end-to-end product visibility.
- NCR's Systemedia Division, a manufacturer of world-class printer consumables, offers a comprehensive RFID labeling solution to help consumer goods manufacturers meet retailer mandates while driving down costs and improving operational efficiencies. The solution is designed to reduce failure rates by assuring near 100 percent reliability of the final RFID label for cases and pallets.

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 and help organizations create a stronger competitive position. Based in Dayton, Ohio, NCR (www.ncr.com) employs approximately 28,900 people worldwide.

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