



## **Expanded NCR Demonstration Center in Atlanta Will Advance Transition to New Era of RFID Solutions; "TransitionWorks" To Facilitate Concept Development and Learning While Showcasing Company's End-to-End RFID Capabilities**

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ATLANTA--(BUSINESS WIRE)--Aug. 2, 2005--NCR Corporation (NYSE:NCR) today announced "TransitionWorks," a newly expanded radio frequency identification (RFID) demonstration center located in Atlanta.

NCR also said it plans to announce new centers in Europe and Asia in the near future.

"NCR's vision for this center is to provide a resource for manufacturers and retailers as they transition to a new era of business solutions marked by the application of RFID technology," said NCR Vice President for RFID Solutions John Greaves. "TransitionWorks will focus on developing new concepts and solutions, as well as on providing an opportunity for NCR's clients and partners to learn about the possibilities, best practices and pitfalls associated with implementing RFID in their businesses."

The Atlanta TransitionWorks center, which opens in September, will reflect the scope of NCR's end-to-end portfolio of current or soon-to-be-announced RFID solutions and services, including:

- Comprehensive global consulting services. Building on its current RFID store consulting practice, NCR and its partners are fielding a global RFID Assessment Team, which will provide in-depth evaluations and recommendations that encompass modeling, planning and process re-engineering across the supply chain from enterprise-level to operational processes. NCR's in-store consulting expertise covers back-of-store, center-of-store and front-of-store applications spanning the RFID frequency spectrum.
- UHF reader solution. NCR plans to introduce a UHF reader, compliant with the EPCglobal Generation 2 (Gen 2) standard, for portals and conveyors.
- Middleware solution. NCR will also offer its customers a middleware solution that economically and rapidly assimilates data across all devices in the supply chain.
- Hand-held RFID scanners. NCR will announce a comprehensive range of HF and UHF hand-held RFID scanners at the EPCglobal U.S. Conference in Atlanta and at the RFID Journal LIVE! Europe conference in Amsterdam, Netherlands. Designed for close-range use, including item-level tagging applications, NCR's hand-held RFID scanners will comply with EPCglobal, radio regulation and ISO standards.
- RFID labeling solution. NCR's Systemedia Division offers a comprehensive labeling solution designed to increase the reliability and consistency of Class 0, 1 and Gen 2 labels for case and pallet marking - offering a label supply that approaches 100 percent reliability.
- Data warehousing solutions. Teradata, a division of NCR, has combined its extensive consulting services, Logical Data Models and specialized software applications to create solutions for the world of the electronic product code. These enhancements will help the Teradata Warehouse deliver end-to-end product visibility throughout the supply chain.

"TransitionWorks will reflect and reinforce NCR's leadership role in helping organizations effectively exploit the potential of this rapidly emerging technology," Greaves said.

## 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](http://www.ncr.com)) employs approximately 28,300 people worldwide.

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