



NCR Enters Entertainment Market with Launch of Multichannel Digital Media Solution

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NCR Xpress Entertainment Allows Enterprises to Deliver Digital Media Services to Their Customers via Kiosk, Internet and Mobile Channels

DAYTON, Ohio--(BUSINESS WIRE)--Jan. 9, 2008--NCR Corporation (NYSE:NCR) has extended its self-service portfolio into the digital media market with today's announcement of NCR Xpress Entertainment, a next-generation multichannel entertainment kiosk solution.

The solution includes a high-capacity kiosk that enables rentals, sales of shrink-wrapped media or a combination - with a capacity of nearly twice that of competing units on the market today. In addition to transactions at the kiosk, consumers are able to interact with NCR Xpress Entertainment via the Internet or their mobile devices. The solution provides revenue-generating opportunities for businesses as well as greater convenience for consumers to access movies, video games or other digital media.

A turnkey solution available with a full suite of managed services, NCR Xpress Entertainment is backed by NCR's years of experience and deep expertise in providing self-service technology designed for consumer ease of use and maximum return on investment. The solution can be deployed in virtually any venue, including retail stores, convenience stores, supermarkets, quick-serve restaurants, shopping malls, airports and more.

"NCR has built a strong position as a leading global provider of self-service solutions to the financial, retail and hospitality industries, with more recent expansion into travel and healthcare self-service," said NCR Chairman and Chief Executive Officer Bill Nuti. "Our launch of this unparalleled digital media solution underscores our strategy of expanding into adjacent markets to drive future growth."

The launch of NCR Xpress Entertainment follows NCR's acquisition of Touch Automation LLC, a privately held firm that provides the digital media merchandising kiosk. Touch Automation was co-founded by Don Blust and Tom Driscoll in 2002, and has been dedicated to designing and building the most advanced digital media rental and sales kiosks available.

"We were impressed by NCR's commitment to understanding consumers and delivering the technology that allows businesses to meet their customers' needs for greater convenience," said Blust, who now leads NCR Xpress Entertainment product management and engineering. "The extensive marketing, sales and services, and technical capabilities that NCR brings to the table have enabled us to be a part of this turnkey digital media solution. We are excited to be a part of the NCR team."

NCR Xpress Entertainment will debut at the National Retail Federation's Annual Convention & Expo in New York, Jan. 13-16, in NCR's booth (No. 1327).

About Touch Automation

Touch Automation (www.touchautomation.com) was founded in Milwaukee in 2002, to design and build fully automated merchandising systems used to rent or sell DVD media. Touch Automation systems are designed to eliminate the inefficiencies of traditional merchandising while offering consumers a secure, convenient and entertaining shopping environment.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, gaming and public sector organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Dayton, Ohio.

NCR is a trademark of NCR Corporation in the United States and other countries.

Note to Investors

This news release contains forward-looking statements, including statements as to anticipated or expected results, beliefs, opinions and future financial performance, within the meaning of Section 21E of the Securities and Exchange Act of 1934. Forward-looking statements include projections of revenue, profit growth and other financial items, future economic performance and statements concerning analysts' earnings estimates, among other things. These forward-looking statements are based on current expectations and assumptions and involve risks and uncertainties that could cause NCR's actual results to differ materially.

In addition to the factors discussed in this release, other risks and uncertainties include those relating to: the separation of Teradata and NCR's other businesses, including the ability of NCR to operate as an independent entity; the uncertain economic climate and its impact on the markets in general or on the ability of our suppliers to meet their commitments to us, or the timing of purchases by our current and potential customers and other general economic and business conditions; the timely development, production or acquisition and market acceptance of new and existing products and services (such as self-service technologies), including our ability to accelerate market acceptance of new products and services; shifts in market demands, continued competitive factors and pricing pressures and their impact on our ability to improve gross margins and profitability, especially in our more mature offerings; the effect of currency translation; short product cycles, rapidly changing technologies and maintaining a competitive leadership position with respect to our solution offerings; tax rates; ability to execute our business and reengineering plans; turnover of workforce and the ability to attract and retain skilled employees, especially in light of continued cost-control measures being taken by the company; availability and

successful exploitation of new acquisition and alliance opportunities; changes in Generally Accepted Accounting Principles (GAAP) and the resulting impact, if any, on the company's accounting policies; continued efforts to establish and maintain best-in-class internal information technology and control systems; and other factors detailed from time to time in the company's U.S. Securities and Exchange Commission reports and the company's annual reports to stockholders. The company does not undertake any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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