



SATO Corporation Licenses NCR Two-Sided Thermal Printer Technology

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DAYTON, Ohio--(BUSINESS WIRE)--March 31, 2008--SATO Corporation, a leader in bar code printing, labeling and electronic product code/radio frequency identification (RFID) solutions, has signed an agreement to license two-sided thermal printing technology from NCR Corporation (NYSE: NCR).

NCR's patented two-sided printing technology improves the efficiency of the label printing process by allowing simultaneous printing on both the front and back side of a label or other media. By using less paper, two-sided thermal printing also minimizes environmental impact.

"NCR's patented printing technology supports the growing demand for environmental stewardship while addressing other key business objectives such as optimizing productivity and lowering costs," said Dan Bogan, senior vice president and general manager of NCR's Systemedia Division, a leading provider of printer consumables.

NCR is offering commercially attractive licensing terms to other printer manufacturers and paper mills interested in its two-sided thermal-printing technology. For more information on NCR's licensing program, contact the company at two.sided@ncr.com.

About SATO

SATO is a pioneer in the automatic identification and data collection industry. It revolutionized the bar coding industry by introducing the Data Collection System and Labeling concept - a total bar coding and labeling solutions approach providing high quality bar code and RFID printers, scanners/hand-held terminals, label design software and consumables.

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.

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