



## **NCR and Experticity Announce Global Reseller Agreement**

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### **NCR to Expand Worldwide Sales and Distribution for Experticity's Innovative Two-Way Video Solution That Helps Retailers Enhance Consumer Interactions**

DAYTON, Ohio--(BUSINESS WIRE)--

NCR Corporation (NYSE: NCR) today announced that it has signed a global reseller agreement with Experticity, the pioneer of live on-screen expert sales and customer support technologies. This agreement enables NCR to resell the Experticity multichannel technology platform through its worldwide sales channel.

Experticity gives retailers a new vehicle for ensuring customers receive face-to-face service when and where they need it. It is the only retail-specific solution that engages shoppers at the point of service with high-quality, live video customer support. Remote expert service agents - supplied by the retailer, consumer goods manufacturer or a third party - can be accessed by the consumer according to language and skill.

"Self-service continues to be a key enabler in improving operational efficiency and the value of consumer interaction," said Richard Arnold, NCR vice president, Retail Industry Marketing. "In today's world of multichannel retailing, delivering the right information at the right moment to shoppers is critical in supporting the purchase decision. Experticity's innovative live video technology paired with flexible and robust self-service kiosks from NCR provides retailers with a way to redefine the in-store experience for their customers, while also improving business efficiencies by optimizing staffing resources."

NCR's professional services team will stage, deploy and support the Experticity software platform. As an authorized reseller of Experticity's technology, NCR can now supplement its existing suite of technology offerings with the industry's first market-proven in-store video customer support solution.

"NCR has been an important advocate and proponent for our next-generation sales and service solution, and both companies share a common vision of how innovative technologies like the Experticity platform can help retail and other businesses improve customer service levels and bottom-line results," said DL Baron, founder and chief executive officer of Experticity. "With this reseller partnership in place, Experticity will benefit significantly from expanded distribution opportunities and a proven technology partner that understands how to successfully bring new sales and service technologies to market."

Experticity's solution, running on the new NCR SelfServ(TM) 60 kiosk, will be shown in the NCR booth (No. 331) at the 2008 KioskCom Self-Service Expo, Oct. 15-16, in New York.

#### **About Experticity**

Experticity ([www.experticity.com](http://www.experticity.com)) is the pioneer of live on-screen expert sales and service technologies and has been developing remote service solutions for the retail industry since 2005. Experticity's patent-pending, proprietary technology enables retailers to load-balance live customer service staff from a remote location to service front-lines and to consumers online, using real-time, two-way video, audio, and data screens to provide customers with a personalized, one-on-one service experience. Dozens of retailers are currently testing the platform in their store environments and STAPLES Business Depot, the largest office supply chain in Canada, has rolled the system out across 35 stores in 2008. Recognized by Red Herring Magazine as one of the Top 100 most promising technology companies in the world, Experticity is privately held and headquartered in Seattle.

#### **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, entertainment, gaming and public sector organizations in more than 100 countries. NCR ([www.ncr.com](http://www.ncr.com)) is headquartered in Dayton, Ohio.

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Source: NCR Corporation