



Self-Service Kiosk From R3 Omni and NCR Maximizes Consumer Access to Licensed Merchandise In-Store

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Innovative Solution Offers Vast Selection of Licensed Products, Such as Sporting Teams' Merchandise, to Customers within a Small Store Footprint

DAYTON, Ohio--(BUSINESS WIRE)--Jan. 13, 2009--R3 Omni, and [NCR Corporation](#) (NYSE: NCR) today announced an innovative self-service kiosk solution designed to enable retailers and other businesses to offer their customers a fast, convenient way to select an extended range of merchandise from organizations such as the NFL, MLB, NASCAR, U.S. Olympics and Colleges.

The R3 Omni application, which runs on NCR SelfServ(TM) 60 hardware, allows consumers to browse a vast selection of products, select and purchase the product directly at the kiosk in-store, and specify how they would like the product to be delivered to them.

R3 Omni selected the NCR SelfServ 60 kiosk for its innovative retail-hardened design and reliability; speed made possible through advanced processing technology; and flexible mounting options. R3 Omni has signed an agreement with NCR to deploy 3,000 NCR SelfServ 60 kiosks over the next three years with the target audience being national retailers, sports stores, convenience stores and general merchandise outlets.

"This solution helps transform the manner in which retailers offer licensed products to their customers," said Grant Stoddart, chief executive officer of R3 Omni. "Due to limited floor space and stocking constraints, some retailers are unable to provide their customers with a significant selection of licensed merchandise in the store. Now, with the touch of a finger, a customer can order merchandise from a huge selection. It's a win-win for the customer and the business."

According to a December 2008 survey of U.S. consumers, commissioned by [NCR](#), 72 percent of U.S. consumers are more likely to shop with retailers that provide the flexibility to interact easily via kiosk and other self-service channels versus retailers that do not. This solution provides a channel to realize that finding,

The solution helps retailers eliminate the risk of overstocking or understocking inventory while increasing customer loyalty and driving traffic to their store. The kiosk is also equipped with dual-screens that provide additional revenue generating opportunities for businesses.

The NCR SelfServ 60 will be featured in NCR's booth (No. 727) at the National Retail Federation Convention & Expo, Jan. 12-13, in New York.

"The R3 Omni solution serves as a great example of how NCR collaborates with its customers to transform business challenges into opportunities for increasing revenue, improving efficiencies, and enhancing consumer satisfaction and loyalty," said Richard Arnold, NCR vice president, Retail Industry Marketing.

About R3 Omni

R3 Omni LLC, based in Norwalk, Conn., designs, manufactures and operates proprietary electronic kiosk platform applications and provides related e-merchandising services, content, data management and marketing for national retailers, auto dealerships and other organizations. The company also designs Internet merchandising sites, affinity and rewards programs, and e-marketing data management tools. R3 Omni believes there is growing demand for merchandising consolidation of licensed vendors - particularly in the sports and automobile distributor markets - toward a single platform resulting in a vast merchandising opportunity. For more information, visit www.r3omni.com.

About NCR Corporation

[NCR Corporation](#) (NYSE: NCR) is a global technology company and leader in automated teller machines, self-checkouts and other self- and assisted-service solutions, serving customers in more than 100 countries. NCR's software, hardware, consulting and support services help organizations in retail, financial, travel, healthcare and other industries interact with consumers across multiple channels.

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

CONTACT: NCR Corporation
Emily Riojas, 770-623-7874
emily.riojas@ncr.com
or
Alan Ulman, 770-623-7998
alan.ulman@ncr.com

Source: NCR Corporation