



## NCR to Celebrate 125 Years of Innovation at National Retail Federation's 2010 Big Show

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### Retailers Will Find New Ways to Connect with Customers and Enhance Store Automation in Booth #401

DULUTH, Ga., Jan 05, 2010 (BUSINESS WIRE) -- NCR Corporation (NYSE: NCR) will celebrate 125 years of innovation and helping retailers around the world better connect, interact and transact with their customers in booth #401 at the 99th annual National Retail Federation Big Show in New York City, January 11-12, 2010.

"NCR is a pioneer in developing innovative technology to help businesses connect with their customers, from early advances in cash register design to becoming the worldwide leader in self-checkout," said Mike Webster, vice president and general manager for NCR's retail line of business. "We look forward to celebrating 125 years of this tradition and vision with our customers and peers and unveiling our latest innovations at NRF."

NCR invites NRF attendees to visit its booth on Monday, January 11 at 4:30 p.m. for a champagne reception to mark this important milestone. NCR will also offer visitors to its booth the opportunity to win a vintage 1910 brass NCR cash register or a Sony home entertainment system.

#### NCR's booth will include the following stations:

- **Helping retailers improve productivity and the customer experience with self-service solutions:** Retailers can see the evolution of customer self-service and how consumers can use self-service and digital signage applications to make their store experience more enjoyable, convenient and relevant. These new technologies and concepts can make shopping an effortless experience and bring information and access closer to the consumer.
- **Maximizing efficiency of traditional store automation solutions and services:** NCR will showcase many solutions that help retailers increase the efficiency of store operations, enabling higher levels of customer service while reducing operating costs, including point-of-sale technology, store marketing solutions and more.
- **NCR Entertainment:** NCR is transforming the entertainment experience through self-service technology, bringing convenience and choice to consumers. NCR owns and operates more than 3,800 DVD rental kiosks - most under the BLOCKBUSTER Express(TM) brand - in high traffic retail locations such as grocery, convenience and drug stores, providing a valuable service for retail customers and providing a new revenue stream for retailers. In addition, NCR is pioneering a digital download solution that enables consumers to rent and buy entertainment titles - including movies, music, books and games - in retail locations and store electronic copies on a portable memory card.
- **NCR Services:** NCR offers a complete portfolio of services to help design, deploy, support and manage technology solutions -- whether they are from NCR or other vendors.

#### Booth demonstrations at NRF include:

- Digital signage and kiosk applications from NCR Netkey, including Deli Ordering, Endless Aisle E-Commerce, Gift Registry, Guided Selling and Human Resources.
- mFoundry retail mobility solutions, featuring mobile gift card management.
- Digital entertainment solutions, including a Digital Media Download kiosk and BLOCKBUSTER Express DVD rental kiosk.
- Software to deliver more effective, personalized offers and gain greater insights into shopping behavior.
- Innovations in point-of-sale (POS) technology and NCR SelfServ checkout.

Further information on NCR's presence at the National Retail Federation's Big Show 2010 can be found online at the following link:

[http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fbit.ly%2F4NYJaZ&esheet=6131654&lan=en\\_US&anchor=http%3A%2F%2Fbit.ly%2F4NYJaZ&index=2&md5=01f14b6d727b0cd3612327ab9243e9dd](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fbit.ly%2F4NYJaZ&esheet=6131654&lan=en_US&anchor=http%3A%2F%2Fbit.ly%2F4NYJaZ&index=2&md5=01f14b6d727b0cd3612327ab9243e9dd).

#### 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 ([http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.ncr.com&esheet=6131654&lan=en\\_US&anchor=www.ncr.com&index=3&md5=8782efa4e0233bfa3de3eab8dec4da7](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.ncr.com&esheet=6131654&lan=en_US&anchor=www.ncr.com&index=3&md5=8782efa4e0233bfa3de3eab8dec4da7)) is headquartered in Duluth, Georgia.

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