



## **NCR Netkey Enhances Digital Signage Solution to Help Companies Better Connect with Customers**

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### **New software release enables richer content, simplifies content management and supports Windows 7 for Embedded Systems**

DULUTH, Ga., Feb 24, 2010 (BUSINESS WIRE) -- NCR Corporation (NYSE: NCR) today announced a new release of its NCR Netkey digital signage solution, designed to help companies connect better with their customers by simplifying content management, delivering richer content and supporting Windows 7 for Embedded Systems. Available as either licensed software or as a Software-as-a-Service (SaaS) subscription, the new release marks the first enhancement delivered since NCR's acquisition of Netkey in November 2009. NCR also re-affirmed its commitment to deliver to market further digital signage enhancements as an integral element of its extensive suite of consumer-facing solutions.

"Users of digital signs want high impact applications that help them better connect with their customers through more personalized and dynamic content," said Dusty Lutz, general manager of NCR Netkey. "The new additions to our software will help companies realize this goal by providing greater flexibility in content management, simplifying the design of digital signs and enabling richer content."

Key additions in this release include a new zone editor, which simplifies design and lets companies create attractive and easy-to-read layouts. Many new pre-configured applications are also included, such as weather, clock and marquee templates. Users also gain greater flexibility and more content management options through expanded playlist management, simplifying the delivery of more relevant content to consumers.

The new release also supports Windows 7 for Embedded Systems, which includes the latest Windows technology innovations to enhance user experiences on specialized devices. This includes the security of Internet Explorer 8, enhanced media capabilities of Windows Media Player 12, improved client server with Microsoft Remote Desktop Protocol (RDP) 7.0 and Microsoft .NET Framework 3.5. NCR is a Microsoft Gold Certified Partner.

"The Windows Embedded team is committed to providing our partners with the latest Windows 7-based tools and technologies to deliver rich connected user experiences," said Ashwin Kulkarni, senior product manager for Windows Embedded at Microsoft Corp. "We are excited to be working on leading innovation in digital signage with NCR Netkey. Our collaboration will bring digital signage solutions to market quickly in order to reach consumers in a more personalized, interactive and compelling way."

NCR Netkey is proven to be effective and scalable from small installations of just a few dozen screens up to the largest installations with thousands of screens. More than one million people see a sign powered by NCR Netkey each day across retail, financial, healthcare and other industries.

#### **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 Duluth, Georgia.

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