



## **NCR Launches Industry's Only Fully Weatherized, Free-Standing Cash Dispense ATM**

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**New NCR SelfServ 28 ideal for extending brand reach and consumer convenience at high traffic off-premise events, such as sports sponsorships**

DULUTH, Ga., Mar 30, 2010 (BUSINESS WIRE) --The world's leading ATM manufacturer and service provider, NCR Corporation (NYSE: NCR), today launched the NCR SelfServ 28, the industry's only fully weatherized, free standing cash dispense ATM. The NCR SelfServ 28 makes it fast and easy for financial institutions and other businesses to extend their brand by offering ATM services in high traffic off-premise locations, such as sporting events, concert venues and music festivals.

The fully weatherized NCR SelfServ 28 is an ideal complement to a bank's existing ATM network as it can go wherever a bank's customers need service, without the need to build a structure to house the ATM. With both wired and wireless connectivity, NCR's newest ATM needs only a power outlet to operate and does not require a structure to protect it from the weather - making it more environmentally friendly by eliminating the carbon footprint of offsite buildings. The NCR SelfServ 28 is designed to be easily deployed and redeployed, allowing a financial institution to enhance its branding efforts with a minimal cost of ownership.

The NCR SelfServ 28 features the same look and feel of NCR's SelfServ family, together with features such as self-healing technology that allows the ATM to make minor repairs without a service call, full-motion instructional videos and a modular design to help make servicing easier and ensure maximum availability.

"To achieve leadership in a consumer-facing market, your brand has to be available wherever your customers are," said Michael O'Laughlin, vice president and general manager, NCR Financial Services. "Through the NCR SelfServ 28, we are able to help financial institutions and other businesses deliver real availability to their customers - when and where they need cash. The NCR SelfServ 28 helps complete the NCR SelfServ family to give our customers a wide variety of ATM options to meet all of their needs."

Launched in 2008, NCR SelfServ ATMs have been purchased by more than 900 financial institutions in more than 110 countries around the world, making it the most successful ATM launch in the company's history. NCR has led the world in ATM shipments for 23 consecutive years<sup>1</sup>.

### **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.

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

### **Notes**

(1) According to London-based Retail Banking Research (RBR)

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6231167&lang=en>

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