



## **NCR Showcases Solutions for New Era of Converged Retailing at FMI 2010**

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### **NCR's c-tailing(TM) Solutions Help Retailers Deliver Greater Personalization and More Consistency across Multiple Channels When They Market to Shoppers**

DULUTH, Ga., May 10, 2010 (BUSINESS WIRE) --NCR Corporation (NYSE: NCR) will demonstrate its converged retailing - c-tailing - solutions for multichannel retailers in booth #1952 at FMI 2010, the largest food industry event in North America, May 10-13 at the Mandalay Bay Convention Center in Las Vegas.

NCR's c-tailing solutions are a set of software and services that enable retailers to offer consumers greater personalization and consistency across channels, such as the Internet, mobile devices, social media or in the store. These converged retailing solutions enable retailers to differentiate themselves, lower operating costs and attract today's empowered and elusive consumer.

"Converged retailing is the natural evolution of retailing that will bring back the personal relationship that once existed between the store and the consumer," said Mike Webster, senior vice president and general manager of NCR's retail and hospitality business. "Today, consumers are dictating how they interact with businesses, and they want to do so on their terms. NCR's c-tailing solutions will bring back the personal touch and help retailers better connect with, and serve, their customers."

NCR's c-tailing solutions on display at FMI 2010 include:

- [NCR Advanced Marketing Solution](#) - software that drives consumer loyalty by creating and managing promotions and incentives that are unified across different marketing channels, including in-the-store and online.
- [NCR APTRA eMarketing](#) - software that enables retailers to deliver cross-channel communications with consistent messaging based upon the consumer's preferences across a wide range of touchpoints, including point-of-sale, Internet, mobile, kiosk, call center and print.
- [NCR Netkey Kiosk and Digital Signage](#) - a single software platform that enables retailers to design, deploy and manage converged multimedia experiences.
- [NCR BLOCKBUSTER Express<sup>®</sup>](#) - kiosk that enables consumers to rent or purchase movies while driving traffic and revenue for the retailer. Consumers also have the flexibility to rent online at [Blockbusterexpress.com](http://Blockbusterexpress.com) and pick up their DVDs at the kiosk.
- [NCR SelfServ\(TM\) Checkout](#) - will allow shoppers to experience faster checkout based on their unique preferences.
- [NCR Services](#) - NCR offers consulting, professional and managed services that help retailers develop a blueprint to converge channels that enable personalized experiences for consumers, drive revenue and lower costs.

NCR will also hold a workshop session, "Consumers Rule: The Changing Face of Retail", that will cover the converged retailing evolution and how retailers can improve customer loyalty. The session will be held on Tuesday, May 11 at 8:00 a.m.

Further information on NCR's presence at FMI 2010 can be found online at the following link: <http://bit.ly/9ap0Bk> and additional information on the NCR c-tailing solutions can be found at: <http://www.ncr.com/c-tailing>.

#### **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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