



NCR Wins Microsoft Windows Embedded OEM Partner Excellence Award

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Award recognizes NCR's innovation in transforming customer experiences with interactive digital signage applications built on Microsoft Windows Embedded Standard 7

DULUTH, Ga., Jun 11, 2010 (BUSINESS WIRE) --NCR Corporation (NYSE: NCR) today announced that it has won a Microsoft Windows Embedded OEM Partner Excellence Award for its innovation in enhancing consumer experiences and leveraging Windows Embedded platforms and technologies to build new applications, such as the latest version of the NCR Netkey management software.

Introduced in March 2010, this new version supports Windows Embedded Standard 7 and includes many enhancements to simplify digital signage content management and deliver richer content, which helps companies connect better with consumers and offer a more dynamic experience.

The NCR Netkey management software is the first to bring together in-store digital advertising and self-service kiosks under a single platform, enabling companies to leverage rich multimedia content across digital signs and kiosks. For example, a business could opt to use digital advertising to promote their loyalty program and then make it easy for customers to enroll at self-service kiosks.

These innovations mean that NCR customers can introduce a growing range of interactive kiosk and digital signage applications faster across multiple industries on disparate hardware platforms. Examples include Gift Registry, which provides consumers with a convenient, self-service means of creating and purchasing from wish lists and Endless Aisle, which helps retailers integrate their e-commerce and bricks-and-mortar operations by providing a means for consumers to view a retailer's extended inventory on a kiosk in the store.

"We are pleased to recognize NCR's contribution and commitment to building innovative digital signage applications that improve the in-store customer experience," said Pascal Martin, general manager of OEM Embedded Sales for Microsoft Windows Embedded. "NCR has a proven track record of delivering a wide range of high-quality, complementary solutions that will help our mutual customers build their next generation, smart, connected digital signage devices based on Windows Embedded platforms and technologies."

The award recognizes Microsoft partners who bring innovative solutions to market using the Windows Embedded portfolio of platforms and technologies. NCR is a Microsoft Gold Certified Partner.

"Our relationship with Microsoft plays a key role in helping NCR deliver innovative solutions to our customers and enabling them to deliver a seamless and rich experience to their customers," added Dusty Lutz, general manager, NCR Netkey digital signage and kiosk applications. "Windows Embedded includes many technology innovations that allow us to quickly build the cutting-edge digital signage and self-service applications our customers demand to reach consumers in a more personalized and compelling manner."

For the latest updates regarding the Windows Embedded business, and to read more about Microsoft Windows Embedded OEM Partner Excellence Award, please visit the [Microsoft Windows Embedded News Center](#).

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) is headquartered in Duluth, Georgia.

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News Media Contact

Cameron Smith, 770-623-7998

cameron.smith@ncr.com