



NCR and Intelity Team to Expand Multichannel Self-Service Convenience to Hotel Guests

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Partnership aims to improve guest experience and drive property revenue by increasing access to hotel services, amenities

DULUTH, Ga., Jun 22, 2010 (BUSINESS WIRE) --NCR Corporation, a leading provider of self-service solutions, today announced it has signed a letter of intent to partner with Intelity on commercial and development initiatives to enhance the overall hotel guest experience. Combining NCR self-service hotel solutions and services with the Intelity in-room 'virtual concierge' gives guests greater control of their hotel experience, from check-in to check-out.

Intelity's Interactive Customer Experience ([ICE](#)) solution delivers personalized information that is relevant to guest preferences and stays, via in-room and lobby touchscreens, television, mobile device or the property's web portal. Guests can access real-time flight status and weather updates as well as receive messages and targeted promotions. They can also manage room service and housekeeping requests, and arrange for concierge services like dinner reservations, spa services or car rental.

"Consumers increasingly expect to be able to control and personalize their travel experience," said Theresa Heinz, general manager, NCR Travel and Gaming. "By enabling that shift in control and relevance, self-service is becoming a differentiator for hotels looking to rebuild waning loyalty by providing a superior guest experience."

A 2010 survey of consumers conducted by BuzzBack Market Research for NCR finds nearly 3 in 4 respondents would be more likely to choose a travel provider that offers them greater control over managing their entire travel experience through self-service. A recent Aberdeen report, entitled "[Hospitality Self-Service: Innovating Towards a Best-in-Class Guest Experience](#)," corroborates these findings, citing that best-in-class hospitality organizations are twice as likely to utilize self-service.

"Teaming with NCR provides the credibility, footprint and global services network to significantly extend the reach of our self-service guest solutions," said David Adelson, President and CEO of Intelity. "Together we can offer a comprehensive, contemporary and proven portfolio that targets the current challenges and opportunities in the hotel industry."

The agreement calls for the ultimate integration of NCR Hotel check-in functionality into the ICE mobile application, putting even greater control at the guests' fingertips. NCR is also expected to provide [professional and support services](#) to ensure maximum availability.

NCR is a leading provider of self-service solutions across industries, providing software, hardware, consulting and support services to help improve the travel experience, drive revenue and increase efficiency for airlines, car rental agencies, casinos and hotels worldwide.

About Intelity

Intelity, headquartered in Orlando, Fla., is an interactive hospitality software solution company focused on the self-service marketplace. Currently, Intelity is distributing ICE and its corresponding ICE Control System, "ICS", backbone management or evaluation or analytics system to hotel and resort partners. Intelity designs its software/hardware products with a focus on guest service, quality feedback and direct consumer marketing.

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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