



## The Bay and Home Outfitters Partner with NCR to Deliver Enhanced, User-Friendly Gift Registry Services

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***National roll-out of kiosk technology puts the power of gifting for weddings, baby showers and special events into the hands of Canadian consumers***

MISSISSAUGA, Ontario, Aug 03, 2010 (BUSINESS WIRE) --

With the 2010 bridal season in full swing, [Hudson's Bay Company](#), Canada's largest diversified general merchandise retailer and provider of Canada's largest gift registry, and [NCR Corporation](#) (NYSE: NCR) announce a partnership that sees NCR's [SelfServ\(TM\) 60](#) kiosk systems deployed in-store at the Bay and Home Outfitter locations across the country.

Through this national roll-out, which took place between December 2009 and March 2010, customers will benefit from the increased versatility, improved speed, enhanced graphics and larger, brighter monitors of the new solution. Using capacitive touch technology, customers are able to navigate easily through registry screens with a single tap of the finger. The new kiosks feature reduced power consumption and offer double-sided printing with NCR's 2ST(TM), both designed to lower carbon footprint, consumables usage and waste, and other environmental impacts.

NCR worked closely with Hudson's Bay Company during the solution transition to provide training and support services to associates and gift registry consultants. NCR SelfServ 60 incorporates Intel<sup>(R)</sup>'s Active Management Technology (AMT), which enables remote problem diagnosis, updates and repairs - even when the device is turned off or the operating system is not functioning.

"This exciting initiative allows us to build upon the success of our gift registry business at the Bay and Home Outfitters, and continue to enhance our customer experience in-store with new and innovative technologies," said Stella Farrace, National Sales & Service Manager (HOME Division & National Gift Registry) at Hudson's Bay Company. "This system also offers a number of environmental benefits, which is in keeping with our ongoing commitment to identify opportunities to make our operations and services more environmentally-friendly."

Commenting, Luc Villeneuve, president, NCR Canada said, "Hudson's Bay Company is continually looking for new ways to enhance the customer experience. As an in-store service that provides tremendous value to Canadian consumers, we're pleased and proud to be supporting the Bay and Home Outfitters' gift registry business with our leading technology."

### 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.

### About Hudson's Bay Company

The Hudson's Bay Company, the Canadian retail entity of Hudson's Bay Trading Company (HBTC), is Canada's largest diversified general merchandise retailer. Founded in 1670, The Hudson's Bay Company operates The Bay, a major department store, Zellers, a mass merchandise format, Home Outfitters, a kitchen, bed and bath specialty store, and value-priced Fields stores. With more than 600 retail outlets and over 60,000 associates in Canada, The Hudson's Bay Company banners provide Canadians with stylish, quality merchandise at great value and with a dedicated focus on exceeding customer expectations.

SOURCE: NCR Corporation

NCR Canada

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