



## **NCR Acquires Mobiqa to Expand Global Mobile Self-Service Platform**

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### **Acquisition Advances NCR's Mobile Strategy to Extend Self-Service Leadership, Helping Consumers to Move Seamlessly between Online, Mobile and Kiosk Channels in Multiple Industries**

DULUTH, Ga., Oct 19, 2010 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) announced today that it has acquired [Mobiqa](#) -- a global pioneer and market leader in the delivery of mobile optimized content -- and provider of tickets, boarding passes, downloadable applications and coupons in the travel, entertainment and retail sectors. Terms were not disclosed.

The acquisition enables NCR to establish a global mobile center of excellence, which will initially focus on the travel industry, where NCR and Mobiqa expect to realize synergies from their existing solutions.

Located in Edinburgh, Scotland, the mobile center of excellence will complement NCR's existing R&D facility in Dundee and enable NCR to extend existing mobile offerings across multiple industry sectors.

"This strategic acquisition signals NCR's commitment to building out our mobile platform to support the delivery of our seamless multichannel strategy," said John Bruno, executive vice president for NCR. "We are dedicated to making consumers' experience of interacting with businesses easier by giving them the ability to move seamlessly between self-service mobile, online and kiosk channels."

Mobiqa is a leader in the delivery of optimized mobile boarding passes to the airline industry. The company is able to deliver content to smartphones and legacy handsets via over 600 mobile networks in over 150 countries worldwide.

Mobiqa uses SMS, MMS, web link and email technologies for barcode delivery to mobile phones and offers fully optimized mobile website content for m-commerce transactions and downloadable applications in the airline, cinema, live events, rail and retail sectors. Its extensive existing customer base stands to benefit from NCR's continued R&D investment and unrivalled support capabilities on a global basis.

NCR and Mobiqa are both active in global standards organizations, including the International Air Transport Association (IATA), which has mandated the use of barcode boarding passes by airlines globally by the end of 2010.

Formed in 2002, Mobiqa was previously a privately owned company that has received funding from Scottish Enterprise, among other investors. It counts major global brands as its customers, including Qatar Airways, Olympic Air, Aegean, Vueling, Spanair, LOT and Ticketmaster.

#### **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.

Note to investors - This news release contains forward-looking statements, including statements as to anticipated or expected results, beliefs, opinions and future financial performance, within the meaning of Section 21E of the Securities and Exchange Act of 1934. Forward-looking statements include projections of revenue, profit growth and other financial items, future economic performance and statements concerning analysts' earnings estimates, among other things. These forward-looking statements are based on current expectations and assumptions and involve risks and uncertainties that could cause NCR's actual results to differ materially.

In addition to the factors discussed in this release, other risks and uncertainties include those relating to: the uncertain economic climate, in particular the current global credit crisis, could impact the ability of our customers to make capital expenditures, thereby affecting their ability to purchase our products, and consolidation in the financial services sector could impact our business by reducing our customer base; the timely development, production or acquisition and market acceptance of new and existing products and services (such as self-service technologies), including our ability to accelerate market acceptance of new products and services; shifts in market demands, continued competitive factors and pricing pressures and their impact on our ability to improve gross margins and profitability, especially in our more mature offerings; the effect of currency translation; short product cycles, rapidly changing technologies and maintaining a competitive leadership position with respect to our solution offerings; tax rates; ability to execute our business and reengineering plans, including potential impact from our recent transition from a business unit to functional organizational model; turnover of workforce and the ability to attract and retain skilled employees, especially in light of continued cost-control measures being taken by the company; availability and successful exploitation of new acquisition and alliance opportunities; changes in Generally Accepted Accounting Principles (GAAP) and the resulting impact, if any, on the company's accounting policies; continued efforts to establish and maintain best-in-class internal information technology and control systems; and other factors detailed from time to time in the company's U.S. Securities and Exchange Commission reports and the company's annual reports to stockholders. The company does not undertake any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

SOURCE: NCR Corporation

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