



New Research Shows NCR Again Top ATM Provider

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NCR extends ATM solutions leadership to 24 consecutive years, according to RBR

DULUTH, Ga., Oct 28, 2010 (BUSINESS WIRE) --

For the 24th consecutive year, financial institutions around the globe have turned to [NCR Corporation](#) (NYSE: NCR) for more automated teller machines (ATMs) than any other provider. According to independent research released by Retail Banking Research (RBR), a leading strategic research and intelligence firm focusing on the banking industry, NCR once again holds the #1 market share position, a distinction the company has held since 1986.

Based upon data gathered directly from bankers and other deployers, RBR's "Global ATM Market and Forecasts to 2015" report confirms NCR as the largest ATM supplier globally¹ with an installed base market share of 29.5 percent. This includes the number one market position in North America, Europe, the Middle East, Africa and Asia.

"For NCR, our market leadership validates our efforts to provide financial institutions with the most reliable, secure and innovative technology to help them improve productivity and better serve consumers. Self-service has become a way of life, and we are pleased to be the leading provider of self-service technology to financial institutions worldwide," said Michael O'Laughlin, vice president and general manager, NCR Financial Services. "Our innovative new NCR SelfServ family of ATMs are helping financial institutions drive even more transactions to the self-service channel, giving consumers a better experience and providing financial institutions a more flexible and less expensive channel to interact with their customers."

According to RBR's report, the total number of ATMs topped the two million mark for the first time in 2009, with 2,089,524 deployed worldwide. In comparison, only 284,000 ATMs existed 20 years earlier in 1989. The installed base of ATMs continued to grow in the mid- to high- single digits or more in all regions through 2008 and 2009, despite the pervasive market disruptions and challenges encountered by financial institutions in this period.

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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Notes

(1) Largest supplier based on total ATM installations

SOURCE: NCR Corporation

NCR Corporation

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