



NCR to Highlight Channel Convergence at NRF 2011

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Retailers will find new solutions in converged retailing to remove silos between digital and physical marketing channels in booth #1903 at NRF BIG Show

DULUTH, Ga., Jan 07, 2011 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) will highlight new technologies, services and interactive demonstrations for its converged retailing - or NCR c-tailing™ - solutions in booth #1903 at the National Retail Federation BIG Show in New York City, January 10-11, 2011. Announcements NCR will make at the show include innovations in personalization and preference management, point-of-sale technology, self-service kiosks and new consultancy and service offerings.

Booth visitors will see, through immersive multimedia and video, how the NCR c-tailing solutions can enable and personalize the converged retailing experience that consumers demand. Retail mobility scenarios will also be highlighted, showcasing how retailers can empower consumers to use mobile devices at all points in their shopping experience, whether they are in-store, near-store, or out of store.

[NCR c-tailing solutions](#) are a set of software and services that enable retailers to offer consumers greater personalization and consistency across channels, such as the Internet, mobile devices, social media and in the store. These converged retailing solutions enable retailers to differentiate themselves, lower operating costs and attract today's empowered and elusive consumer.

"In order to deliver the personalized and consistent shopping experience that today's consumers demand, retailers must tear down the barriers that currently exist between their digital and physical channels," said Mike Webster, vice president and general manager of NCR's retail and hospitality line of business. "NCR c-tailing solutions on display at NRF will help retailers engage in interactive dialogue with shoppers across retail channels, based on their preferences and presence in a channel."

In addition to the new personalization and preference management solutions that will be announced, NCR will display the following solutions designed to enable c-tailing.

- [NCR Advanced Marketing Solution](#) - a software solution that drives consumer loyalty by creating and executing unified promotions across all consumer touch points.
- [NCR APTRA eMarketing](#) - software that enables retailers to deliver consistent, personalized communications across marketing channels.
- [NCR Netkey Kiosk and Digital Signage](#) - a single software platform that enables retailers to design, deploy and manage converged consumer experiences.
- [NCR SelfServ\(TM\) Checkout](#) - will allow shoppers to experience faster and more personalized self-checkout.
- [NCR Services](#) - professional and managed services that help retailers develop and support a converged retailing business model that drives revenue and lowers costs.

Further information on NCR's presence at the National Retail Federation's Big Show 2011 can be found online at the following link: <http://ncrpr.ncr.com/web/rsdmkt/landingPages/retail/NRF2011/index.html>

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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