NCR Announces New Release of Kiosk and Digital Signage Software at CETW Conference

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New software release eases delivery of localized rich media content and lowers administration costs of digital signage networks

DULUTH, Ga., Apr 27, 2011 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) today announced the latest release of the NCR Netkey kiosk and digital signage software platform (version 6.7.5) at the Customer Engagement Technology World (CETW) conference. The new release will help companies simplify the development and administration of interactive kiosk and digital signage applications and networks.

Major new features in the release include a new Custom Message portal, which gives local users the ability to quickly and easily create customized multimedia messages while ensuring a high level of corporate control over brand and corporate identity. For example, a manager at a retail chain store can easily develop and program content to promote a sale unique to that location.

"The ability to deliver highly relevant and localized brand messages can help companies enhance their sales and marketing programs and further expand the value of their digital signage," said Dusty Lutz, general manager of NCR Netkey. "By delivering more tailored multimedia content, marketers will have greater tools to engage consumers at a local level through a centrally managed digital signage network."

The new NCR Netkey software release also includes support for Microsoft$^{(R)}$ Active Directory, which allows the management of user access permissions or the addition of new users via an existing centralized user directory, further simplifying network administration. The new release is also certified to support the Microsoft Windows$^{(R)}$ 7 Professional operating system on the kiosk or digital signage media player.

NCR Netkey will demonstrate a range of interactive kiosk applications in booth #600 at CETW, including Deli Ordering, Endless Aisle, E-Commerce, Gift Registry, Guided Selling and Customer Loyalty, as well as digital signage applications for the retail, banking, hospitality, and out-of-home advertising markets. Also on display will be a demonstration of the NCR Mobiqa mobile content optimization solution, further showcasing how NCR is helping companies offer a seamless, converged experience for consumers across multiple channels.

NCR subject matter experts will be involved in several educational conference sessions at CETW, held at the Moscone Convention Center in San Francisco, April 27-28, 2011.

- NCR Netkey General Manager Dusty Lutz will moderate a panel discussion, "Intuitive Self-Service: Creating a Sticky and Engaging User Interface to Increase Kiosk Usage" on April 27 at 11:45 a.m.
- Rob Borucki, solution manager, NCR Travel, will present at the Mobile Strategies Forum event in a session, "Using Mobile to Drive Self-Service" on April 28 at 1 p.m.
- Robert Ventresca, vice president of marketing for NCR Netkey, will deliver a Tech Talk session, "Self-Service and Kiosk Remote Management Demystified" on April 28 at 10:30 a.m.

[NCR Netkey](#) provides software that helps companies develop, deploy and manage networks of digital signs and interactive kiosk solutions. These applications help companies build brand awareness, offer customers new options in self-service and enhance the customer experience. More than two million people use a kiosk or see a sign powered by NCR Netkey each week across retail, financial, healthcare and other industries.

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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