



Dubai Airports to Improve the Passenger Experience with NCR Netkey Wayfinding

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Top five global airport operator to deploy interactive NCR mapping solution

DULUTH, Ga., Sep 20, 2011 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) today announced that Dubai Airports, which owns and operates Dubai International as well as Dubai World Central (DWC), will deploy NCR Netkey Wayfinding to help passengers more easily navigate their way around both properties.

The interactive NCR Netkey Wayfinding solution will help passengers easily locate gates, flight information, retailers and concessions throughout Dubai International's three terminals. It will also allow interactive access to other useful passenger information such as hotel reservations and local attractions. The solution will be initially deployed on 50 42-inch touchscreen monitors that employ HD graphics and video. NCR will also provide support services.

"Our vision is to be the world's leading airport company," said Sujata Suri, vice president service development from Dubai Airports. "Providing a superior experience for our visitors by empowering them to quickly and easily locate desired points of interest within the airport environment helps to further differentiate our service offering."

Airports Council International (ACI) ranks Dubai International as the fourth busiest airport for international passenger traffic. DWC, the first phase of which was opened in June 2010, will ultimately become the world's largest airport, with the capacity to cater to 160 million passengers annually.

"Dubai is faced with steadily increasing passenger traffic as it emerges as a premier connecting hub and a leading global destination for business and leisure," said Tyler Craig, vice president and general manager, NCR Travel. "Employing passenger-focused technology, both at check-in and beyond, will enable Dubai Airports to more efficiently manage this impressive growth while creating a more personalized and memorable experience for its passengers."

Dubai Airports selected NCR, the leading global provider of self-service airline check-in, over competitors due to cross-industry expertise in deploying and supporting digital signage and wayfinding solutions worldwide. NCR's strong local presence and superior service capability in the Middle East was also a factor. As the leading provider of ATMs to financial institutions in the United Arab Emirates, as well as across the Middle East and Africa, NCR provides financial self-service solutions used and trusted by residents, business travelers and tourists every day.

"Our partnership with Dubai Airports perfectly illustrates how the breadth of NCR's solution portfolio and self-service leadership across industries can impact the needs and challenges of airport operators beyond check-in," said Craig.

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, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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