



## **NCR Launches Reel Time™, A Customizable Dashboard and Reporting Solution for Theatre Operators**

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### **Santikos Theatres implements new offering across all sites, using real-time access to automated analytics to make better operational decisions**

DULUTH, Ga.--(BUSINESS WIRE)--Dec. 19, 2011-- [NCR Corporation](#) (NYSE: NCR) today announced the launch of Reel Time™, a new dashboard and custom reporting solution that takes the complexity out of analyzing data and intuitively gives theatre operators the information needed to make operational decisions. Operators can use this solution in a wide variety of ways, including monitoring concession or snack bar sales to quickly evaluate the impact of promotions, new products or price changes and adjusting staffing levels at any time based on site performance.

Integrated with Radiant theatre applications, Reel Time provides theatre operators with a real-time dashboard view of current and historical data for ticket and concession sales, attendance, feature gross and total revenue. Data can be viewed centrally or separated by region, district and site. Compatible with Windows, iOS and Android operating systems, Reel Time can be installed on mobile devices, tablets and PC computers for use in any environment.

"Theatre operators need to have direct insight into their business to make important operational decisions at the moment of truth," said Brian Whitney, general manager, NCR Hospitality and Specialty Retail. "As an example, operators can sell more tickets by having immediate insight into when an auditorium is approaching capacity to negotiate with a studio to add show times."

Santikos Theatres, whose founder was a pioneer in the Texas motion picture industry, implemented the Reel Time solution across all of its sites in October 2011.

"The best part of this solution is the flexibility and simplicity of setting up reports however we want them," said Arthur Seago, director of technology and assets, Santikos Theatres. "Having access to actionable data at any time also gives us the freedom to make practical decisions no matter where we are."

NCR acquired Radiant Systems, Inc. in August 2011, positioning the company as the leader in hospitality and specialty retail with more than 100,000 installations worldwide. Customers include leading brands and venues in the restaurant and food service, sports and entertainment, petroleum and convenience and specialty retail markets.

### **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](http://www.ncr.com)) is headquartered in Duluth, Georgia.

For more information on NCR's theatre solutions, visit [www.radiantsystems.com](http://www.radiantsystems.com).

### **About Santikos**

Santikos Theatres was founded in 1912 by Louis Santikos, a Greek entrepreneur and pioneer in the Texas motion picture industry. His son John remains at the helm of the business today. There are 8 Santikos Theatres; San Antonio locations include The Palladium IMAX, Silverado 16, Mayan Palace, Embassy 14, The Rialto, Northwest 14 and the Bijou, the city's only art house and in Tomball, The Silverado 19 IMAX. Santikos remains the only locally owned and operated theatre circuit in South Texas and proudly continues their tradition of customer service, community relations and superior cinematic presentation.

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Source: NCR Corporation

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