



## Marks & Spencer and NCR Bring Online Fashion In-Store

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**M&S connects its digital and physical stores to help shoppers discover and explore the latest fashion trends and order the sizes and colours they want**

LONDON--(BUSINESS WIRE)--Jan. 16, 2012-- [Marks & Spencer](#) (LSE: MKS.L) is working with [NCR Corporation](#) (NYSE: NCR) to trial new multimedia zones in its stores that combine digital discovery touch screens, video walls and displays of actual outfits to provide shoppers with inspiration to select that essential something.

The Style Online touch screens help shoppers keep up-to-date with the latest fashion trends and provide a digital stylist tool that enables shoppers to combine different garments and accessories to create their own personalised "look". They also give shoppers access to M&S' extended range and make it easy for consumers to order apparel in the sizes and colours they want.

Craig Smith, IT Programme Manager at Marks and Spencer, commented, "The NCR in-store online ordering solution makes it easy for shoppers to combine apparel from our various fashion ranges in a way that suits their body shape, size and style, and order in an instant. M&S is now able to bring to life the cut, flow and quality of the fabrics with high impact catwalk footage on the video walls, combined and physical displays of outfits, to help shoppers stay on-trend."

M&S offers one of the most extensive choices of clothing sizes on the high street, ranging from petite to plus-size with short, standard or long cuts. Online ordering via the in-store touch screens enables shoppers to get the tailored look they want without retailers having to hold excessive stock on-site, which could impact margins and their ability to deliver great value.

Stuart Henderson, NCR's director of retail for Northern Europe, said, "M&S is a great example of a retailer that is connecting its digital and physical stores to give shoppers a better shopping experience. Consumers like being able to touch, feel and see products in-store but also want the benefits of endless choice and one-touch ordering that they get online to enable them to shop in the easiest and quickest way."

The NCR Netkey kiosk and digital signage software makes it easy for M&S to change content according to what's trending in traditional and social media or even the weather.

Henderson continued, "Rather than being a passing fad, in-store touch screens are here to stay as they complement mobile commerce by offering the fast, high definition, widescreen digital access to information and offers that consumers now expect."

The multimedia zones are available in a number of stores in the UK and M&S' flagship Paris outlet.

NCR Netkey is part of [NCR's c-tailing™ solutions](#) 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.

### About Marks & Spencer

Marks & Spencer is one of the UK's leading retailers. M&S sells high quality, great value clothing and home products as well as outstanding quality food. Around 21 million customers visit its stores each week and M&S has 78,000 employees across the UK and 42 territories globally.

Marks & Spencer was founded over 127 years ago and currently has 703 UK stores and 369 international stores across Europe, the Middle East and Asia.

For more information please visit <http://corporate.marksandspencer.com>

### 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, 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.

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