



## NCR Introduces its Smallest SelfServ ATM Ever

February 29, 2012 at 9:00 AM EST

**Designed in conjunction with Cardtronics specifically for off-premise banking locations, the NCR SelfServ 14 offers high availability and very low total cost of ownership**

DULUTH, Ga.--(BUSINESS WIRE)--Feb. 29, 2012-- [NCR Corporation](#) (NYSE: NCR) today launched its smallest-ever SelfServ ATM, bringing a low total cost of ownership and high availability to off-premise banking. Working in partnership with [Cardtronics](#) – the world's largest retail ATM owner – NCR designed the SelfServ 14 to offer a proven cash dispenser with high availability while taking up just 0.27 square meters of floor space. Cardtronics has already purchased a significant number of NCR SelfServ 14 ATMs for deployment in various locations within the U.S.

The NCR SelfServ 14 ATM brings a low total cost of ownership and high availability to off-premise ba ...

The SelfServ 14 can run APTRA software, enabling customers to deploy a single software solution across their entire estate. From the smallest off-premise cash dispenser up to the most sophisticated multifunction ATM, the APTRA suite of

The NCR SelfServ 14 ATM brings a low total cost of ownership and high availability to off-premise banking in the smallest footprint ever for a SelfServ ATM. (Photo: Business Wire)

applications and management tools enables easy integration and network management.

The SelfServ 14 is being made available through NCR's direct and indirect channels on a global basis. According to London-based RBR, 49.5 percent of global ATMs are located off site.

"With market leadership positions in both retail ATM placements and associated financial institution branding, Cardtronics was uniquely qualified to provide NCR with meaningful marketplace feedback as it worked to pack the features of larger SelfServ ATMs into a more compact and affordable model for off-premise deployments," said Rick Updyke, president, Cardtronics U.S. business group. "The NCR SelfServ 14 retains upscale functionalities such as screen advertising, enabling Cardtronics to deliver its value proposition to a wider audience of merchants."

The NCR SelfServ 14 features the same consumer-friendly look and feel as NCR's SelfServ 16 and its modular design helps make servicing easy. It features up to three 2,000 note cassettes, a proven NCR spray dispenser, a UL291 Level 1 construction materials vault and a 10" color TFT LCD display.

Consumers will only use ATMs if they can be seen, so visibility is key. By adding the option of a large 18" back-lit topper, deployers can maximize consumer attraction, generate greater footfall and increase transaction volumes. The addition of NCR APTRA software, powered by an Intel Core processor, ensures the NCR SelfServ 14 can comfortably run a range of software-driven value-added transactions, such as on screen advertising and full motion graphics, enabling deployers to generate more revenue while delivering an enhanced consumer experience.

"Financial institutions and ATM deployers face different business models and different needs from their ATM solutions. But one thing that runs constant is the customer experience. Consumers expect an ATM experience that is up and running, and easy to use," said Michael O'Laughlin, senior vice president, NCR Financial Services. "The NCR SelfServ 14 gives financial institutions and deployers a smaller, more cost-efficient ATM solution to complement NCR's more feature-rich ATM offers."

Launched in 2008, NCR SelfServ ATMs have been purchased by more than 1,300 financial institutions in more than 130 countries around the world, making it the most successful ATM launch in the company's history. NCR has led the world in ATM shipments for 25 consecutive years <sup>1</sup>.

### About Cardtronics (NASDAQ: CATM)

Making ATM cash access convenient where people shop, work and live their lives, Cardtronics is at the convergence of retailers, financial institutions, prepaid card programs and the customers they share. Cardtronics owns/operates more than 52,900 retail ATMs in U.S. and [international](#) locales. Whether Cardtronics is driving foot traffic for America's most [relevant retailers](#), enhancing [ATM brand](#) presence for [card issuers](#) or expanding card holders' [surcharge-free](#) cash access on the local, national or global scene, Cardtronics is convenient access to cash, when and where consumers need it. Cardtronics is where cash meets commerce.

### 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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**Notes**

(1) According to London-based Retail Banking Research (RBR) and NCR internal data

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50186229&lang=en>

Source: NCR Corporation

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