



NCR Launches Movie Time, a Customizable Mobile Application for Movie Patrons

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Smartphone App Gives Theatre Operators the Power to Connect with Customers Outside the Walls of the Theatre

DULUTH, Ga.--(BUSINESS WIRE)--Nov. 6, 2012-- [NCR Corporation](#) (NYSE: NCR) today announced the launch of NCR Movie Time, a new Smartphone application that enables consumers to browse schedules, buy tickets and concessions, check loyalty profiles and more. NCR Movie Time can be designed specifically for individual cinema brands, enabling theatre operators to maximize valuable marketing opportunities with consumers and to build loyalty.

"Cinemas today are under increasing pressure to differentiate themselves from the competition," said Dennis Redmer, VP of Operations, MJR Theatres. "At MJR we believe technology can't replace personal service, but it certainly can enhance it. NCR Movie Time allows our customers to connect directly with us through a customized app specifically branded for our theatres, providing a new level of interaction."

Tightly integrated into NCR's cinema solutions, NCR Movie Time stores loyalty and credit card information with password protection and allows users to redeem orders at any point of sale, kiosk or usher stand. The application also allows users to store their order history, rate movies, and rate their overall experience at the theatre.

"With the explosion of mobile devices, movie patrons expect to be able to interact with their local theatre in an easy, rewarding way and NCR Movie Time is designed to meet that need today," said Brian Whitney, general manager of NCR's cinema solutions, NCR Hospitality.

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, 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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Source: NCR Corporation

NCR Corporation
Tim Henschel, 770-299-5100
Tim.Henschel@NCR.com