



PNC Arena Deploys NCR Vitalcast™ Digital Signage Solution to Drive Advertising and Concession Sales

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NCR's state-of-the-art LCD displays and design services will enhance customer experience at leading sports and entertainment venue

DULUTH, Ga.--(BUSINESS WIRE)--Jan. 8, 2013-- [NCR Corporation](#) (NYSE: NCR) today announced that PNC Arena, located in Raleigh, North Carolina, has deployed a turnkey NCR Vitalcast™ digital signage solution encompassing 160 LCD displays and professional design services. PNC Arena will leverage the state-of-the-art digital signage solution to deliver and rapidly update professional advertising targeted to the 1.5 million guests who visit its facility annually for more than 150 events including concerts, family shows, Carolina Hurricanes hockey games and NC State University men's basketball games.

Previously, PNC Arena used static signage to provide advertising, event and concession information. Not only was static signage difficult and costly to update, but it didn't address changing business requirements. The NCR solution, which can be managed from a central work station, provides PNC Arena with greater flexibility and control.

PNC Arena will use NCR Vitalcast digital signage and design services to offer high quality advertising services to regional businesses and optimize concession operations. Concessionaries who change menu items or prices in the NCR Venue Management solution will see information instantly updated on LCD screens, boosting their margins. The digital signage solution also provides automatic dayparting capabilities, enabling PNC Arena to accommodate more sponsors at each event and display new menus that meet up-to-the-minute customer tastes.

"We are delighted to partner with NCR to provide a superior advertising experience that meets the needs of fans and sponsors alike," says Dave Olsen, executive vice president and general manager, PNC Arena. "Our new NCR Vitalcast digital signage solution will give us the tools we need to satisfy customers, while maximizing sales."

"We are thrilled that PNC Arena has selected NCR Vitalcast digital signage to enhance its venue operations," says Dennis Davidson, general manager of digital signage solutions, NCR Hospitality. "We look forward to working closely with arena employees to develop compelling content that increases event revenues, while also providing the technical support to fully utilize this world-class digital advertising platform."

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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About PNC Arena

Home to the Carolina Hurricanes of the National Hockey League (NHL) and North Carolina State University men's basketball program, PNC Arena is a multi-purpose sports and entertainment arena that hosts over 150 events each year. PNC Arena opened in October, 1999 and accommodates 20,000 based on the event configuration. The arena is owned by the Centennial Authority and managed by Gale Force Sports and Entertainment. PNC Arena (www.ThePNCArena.com) is located in Raleigh, NC.

Source: NCR Corporation

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