



NCR to Unveil Innovative Movie Time App at CinemaCon

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Smartphone app improves customer loyalty program integration and enables sharing of tickets via Facebook

DULUTH, Ga.--(BUSINESS WIRE)--Apr. 10, 2013-- [NCR Corporation](#) (NYSE: NCR) today announced the latest release of its [NCR Movie Time](#) mobile application, enabling cinema operators to connect with their customers using the custom-branded smartphone application. The app features a new user interface making it easier for consumers to navigate, purchase and share movie tickets. NCR will debut Facebook® ticket sales and a web ticketing plug-in for cinema websites that enables consumers to browse schedules, buy tickets and concessions, check loyalty profiles, and more.

Tightly integrated into NCR's cinema solutions, NCR Movie Time securely 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 solution is designed to be easily customized for individual cinema brands, making it seamless for theater operators to maximize valuable marketing opportunities with consumers and to build loyalty through an exceptional user experience.

"With its recent upgrades, NCR Movie Time offers Showcase Cinemas customers the opportunity to connect directly with us. The customized app is specifically branded for our theatres, providing a new level of interaction," said Joseph Mollo, vice president, IT National Amusements. "Additionally, the enhanced loyalty integration is an especially appealing feature as it offers our customers the ability to enroll, earn points, and even use their phone as a loyalty card."

"Movie patrons today expect to be able to interact with their local theater in an easy, rewarding way. NCR Movie Time is designed to meet that need," said Brian Whitney, managing director, cinema, NCR Hospitality. "Our cinema solutions enable operators to build a better, more connected relationship with their customers by offering an exceptional user experience."

Supported on multiple devices including iOS® and Android™, the NCR Movie Time application can be customized to reflect an operators brand. The application will be on display at booth 2603A at CinemaCon at Caesars Palace in Las Vegas, April 15-18.

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, gaming and public sector organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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Source: NCR Corporation

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