



NCR Retail Technology Delivers Enhanced Consumer Experiences at Shopping Malls in China

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Beijing, Chengdu, Chengde and Baoding Malls use NCR technology to satisfy consumers with faster, more personalized check-out experiences

BEIJING--(BUSINESS WIRE)--Aug. 26, 2013-- [NCR Corporation](#) (NYSE:NCR) announced today that it is providing retail technology solutions to four major shopping malls in China: Beijing Baishang Life Mall, Chengdu Global Shopping Mall Ocean Amusement Park, Chengde Golden Dragon Royal Shopping Mall and Baoding Ginza Mall.

The malls are partnering with NCR to enhance the shopping experience with faster, more personalized check-out experiences. For shop owners, fast, efficient and personalized checkout leads to increased sales opportunities and overall customer satisfaction.

The 240 [NCR RealPOS™ point-of-sale](#) (POS) terminals were sold through NCR's major retail distributor in China, Beijing Ankexinchuang Science and Technology Development Co. Ltd Company ("Beijing Ankexinchuang") and will be installed this year.

"The four shopping malls selected NCR technology for its flexible design, stability and long life expectancy, which allows these malls to maximize return on investment and are in line with their goals of creating quality shopping experiences for their customers," said Hua Qiang Zhang, Sales Director of Beijing Ankexinchuang.

Beijing Baishang Life Mall is the biggest commercial complex in the city's south. Chengdu Global shopping Mall Ocean Amusement Park is the city's newly launched high-style one-stop shopping complex for shopping, hospitality, entertainment and leisure. When completed in August, Chengde Golden Dragon Royal Shopping Mall will be the largest shopping centre of the city. And Baoding Ginza Mall is the city's first landmark commercial building complex.

"NCR's technology solutions make everyday easier for shoppers by delivering fast, convenient shopping experiences, and for store owners and employees by offering ease-of-use, high reliability and low energy use," said NCR Retail Vice President, Asia Pacific, Ross Checkley, "As our key retail channel partner in China, Beijing Ankexinchuang possesses strong local retail industry expertise and is able to extend NCR's world leading retail products to a wider geographical reach."

About Beijing Ankexinchuang Science and Technology Development Co. Ltd

Beijing Ankexinchuang Science and Technology Development Co. Ltd was founded in 2003 with a registered capital of RMB 5 million. It is a IT system integration technology company with research, development and sales. "Ankexinchuang" means "secure technology, integrity and innovation". The core business of the company is to provide data analysis, software development, system integration, hard and software products distribution for intelligent property sector. It has partners and customers from banking, telecom, communications, retail and government sectors.

About NCR Corporation

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 300 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 26,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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