



NCR and Atlanta Falcons to Slash Wait Times for Stadium Fans with NCR Technology

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The global tech leader and Atlanta Falcons showcase SaaS and mobile technology to reduce wait times for Falcons merchandise at the team's home games, provide real-life work experience to Georgia Tech students, and partner on community programs

DULUTH, Ga.--(BUSINESS WIRE)--Sep. 12, 2013-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, today announced a four-year partnership with the Atlanta Falcons of the National Football League. As part of the partnership, Official Falcons Gear, the Atlanta Falcons Retail arm will use NCR Netkey Endless Aisle solution to allow fans on the main level of the stadium to order merchandise from designated NCR Express Zones and then pick it up any time they want before the game ends, dramatically cutting time spent waiting in line.

In addition, interns from Georgia Tech will use NCR's leading POS Counterpoint software technology and mobile applications to allow suite holders the ability to make purchases during the game from the comforts of their suite and then have the merchandise delivered before the end of the game.

Furthermore, NCR Wayfinding interactive self-service solution will be installed at the stadium, to make it easier for fans to find their way around the large, multi-tier stadium with a touch of the finger.

"The Atlanta Falcons organization wants to provide Falcons fans with the best game day experience possible. With the help of NCR we have an opportunity to make the selection, purchase and pickup of Falcons merchandise easier and more convenient for our fans," said Tim Zulawski Vice President of Sponsorship Sales & Service for the Atlanta Falcons.

NCR's CFO Bob Fishman is equally enthusiastic. "We are very proud to sponsor the Atlanta Falcons," he said. "Today's partnership announcement is focused on creating exceptional fan experiences by leveraging our leading consumer transaction technologies, making the everyday easier for fans and the Falcons."

Tapping into the talented students at Georgia Tech, NCR is providing the students with an opportunity to work with the Atlanta Falcons. Students will learn the real-world complexities of integrating technology and marketing into business—on one of the biggest sports and entertainment stages that exist today.

NCR and the Falcons are also kicking off a series of programs for NCR employees and the community. Beginning in the spring of 2014 associates from the Atlanta Falcons Physical Performance Department will work with the NCR Human Resources Department to develop a wellness program specially designed for NCR employees. In the community the Falcons will also partner with NCR on the tech giant's first-ever Big Give, a company-wide initiative to unite its 26,000 employees around the world through volunteering and inspire the next generation through technology. The community effort also speaks to NCR's overarching vision to make the everyday easier, and more exceptional, for people around the world.

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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