



## NCR and Movio to offer cinema operators cloud-based marketing solution

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*Solution offers deep insight into their customers' preferences, attendance habits and demographic composition*

DULUTH, Ga. and LOS ANGELES--(BUSINESS WIRE)--Mar. 19, 2014-- NCR Corporation (NYSE: NCR), the global leader in consumer transaction technologies, and Movio, the global leader in marketing data, analysis, insights, and campaign creation and management for theatrical exhibitors and distributors, announced today that the two companies will enable integration between NCR's cinema point-of-sale (POS) and loyalty software and Movio's data analytics and campaign management platform. This agreement will provide a seamless data flow and management between both platforms.

"In the cinema space, having all marketing campaign data seamlessly filter into one system will ultimately allow operators to make smarter business decisions and forge deeper connections with their customers," said Peter Beguely, chief solution officer, Movio. "Additionally, the enhanced loyalty integration is an especially appealing feature as it offers their customers the ability to enroll, earn points, and even use their phone as a loyalty card."

This agreement enables both companies to expand their respective portfolios of offerings, drive growth and deliver exceptional customer experiences to cinema operators. With this agreement, NCR customers will then gain access to Movio's cloud-based solution allowing cinema owners to make better marketing decisions, by providing deep insight into their customers' preferences, attendance habits and demographic composition. As a result, cinema operators are able to increase the effectiveness of their marketing campaigns by tailoring offers to a targeted audience.

"Cinema exhibitors who are currently using the NCR system will soon enjoy Movio's class-leading data analytics and campaign management platform," said William Palmer, chief executive of Movio Limited. "By adding the Movio suite of products to the NCR POS and Loyalty suite operators can 'see' the value created by the loyalty offerings and programs delivered by the NCR solution with our transactional data insights that Movio is known for."

"As the leading provider of technology to the cinema industry in the U.S., NCR is committed to bringing a wide variety of in-house and third-party applications to our customers, adding more value to their businesses," said Brian Whitney, managing director, Cinema for NCR Corporation. "Integrating the NCR and Movio technology platforms will enable our customers to better leverage the value of the data that flows through their POS solution, ultimately delivering an exceptional and enhanced experience to their guests."

### About Movio

Movio ([www.movio.co](http://www.movio.co)) is the global leader in marketing data, analysis, insights and campaign creation and management for theatrical exhibitors and distributors. Working with cinema exhibitors and distributors in six regions worldwide, Movio maintains real-time, authoritative data on the loyalty activity and transactions of over 26 million customers.

Web sites: [www.movio.co](http://www.movio.co)

Twitter: @MovioHQ

LinkedIn: [www.linkedin.com/company/movio](http://www.linkedin.com/company/movio)

### 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 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

Web sites: [www.ncr.com](http://www.ncr.com), [www.ncrsilver.com](http://www.ncrsilver.com)

Twitter: @NCRCorporation

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YouTube: [www.youtube.com/user/ncrcorporation](http://www.youtube.com/user/ncrcorporation)

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