



NCR Wins Global Award from Digital Screenmedia Association for Interactive Wayfinding Solution

March 21, 2014 at 8:00 AM EDT

Forty interactive touchscreens strategically deployed throughout Dubai International Airport are used by millions of passengers to reach their gates and more

DULUTH, Ga.--(BUSINESS WIRE)--Mar. 21, 2014-- [NCR Corporation](#), the global leader in consumer transaction technologies, has been selected by the Digital Screenmedia Association for providing the Best Travel & Hospitality application of digital signage.

Deployed by Dubai International Airport, NCR Wayfinding is an interactive solution allowing passengers to search on a touchscreen for gates, flights, restaurants, shopping, restrooms and more. It enables passengers to easily toggle between Arabic and English, and incorporates airport-standard symbols enabling usage by speakers of different languages, a critical feature for the world's second busiest airport for international traffic.

"At an airport serving 60 million passengers a year, having an automated solution that scans boarding passes and projects a route through this enormous facility is vital to providing a great customer experience," says Tyler Craig, vice president and general manager, NCR Travel. "The solution also provides weather forecasts at destinations and delivers dynamic, customized content depending on how much time a passenger has before a flight."

NCR's solution has a backend tool that allows airport operations staff to update their maps and kiosks in real-time to respond to changes in operations. For example, if a restroom or other facility is closed or out of service, the staff can instantly change the map and all the information center kiosks will update automatically.

"This was truly one of the best sets of entries we have ever seen," said Paul Flanigan, executive director of the DSA. "We received entries from all over the world, including Denmark, Australia, Taiwan, Dubai, and Canada as well as outstanding entries from the United States. So many of the entries and winners are branching out beyond one channel of consumer engagement. Many used two or three channels, including digital signage, mobile, and kiosks. It's clear that multi-channel interactivity is beginning to dominate the consumer experience in every vertical."

The Digital Screenmedia Association Industry Excellence Awards honors the best digital signage, mobile and self-service kiosk technology deployments across all vertical market segments. For more information on the association and to see a full list of award winners, please click [here](#).

ABOUT THE DSA

The DSA is an independent, non-profit association, whose mission is to advance the growth and excellence of the global digital signage, interactive kiosk, and mobile community through advocacy, education and networking. Members include users of digital screenmedia in all vertical markets including retail, hospitality, food service, and healthcare, as well as manufacturers, resellers, and distributors of hardware and software, network operators, integrators, advertising agencies, consultants, analysts, publishers, trade show organizers, and service companies.

<http://www.digitalscreenmedia.org>

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. The company encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.

Web sites: www.ncr.com, www.ncrsilver.com

Twitter: [@NCRCorporation](https://twitter.com/NCRCorporation)

Facebook: www.facebook.com/ncrcorp

LinkedIn: www.linkedin.com/company/ncr-corporation

YouTube: www.youtube.com/user/ncrcorporation

Source: NCR Corporation

NCR Corporation

Tony Carter

404.316.0201 (cell)

678.808.6984 (ofc)

tony.carter@ncr.com