



## Adelaide Oval Opens After \$535m Redevelopment with NCR as Venue Management Solution Partner

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*Consumer transaction technologies leader helps streamline operations and enhance service levels at iconic stadium*

ADELAIDE, Australia--(BUSINESS WIRE)--Apr. 8, 2014-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that it has successfully deployed the [NCR Venue Management solution](#) at the Adelaide Oval as part of the iconic stadium's major redevelopment project. The new look Adelaide Oval, with a capacity of 53,500, includes over 70 percent undercover seating and features a modernized landscape that provides significantly upgraded facilities to host major sporting events, concerts and more.

NCR plays a significant role in this redevelopment story and at the core is the [NCR Venue Manager](#), an advanced point-of-sale (POS) and reporting system that has been deployed in more than 200 stadiums and arenas globally. This will help streamline operations, enhance service levels and deliver a world-class experience to Australia's iconic sports and entertainment complex.

In a move to better engage fans at the stadium, the Adelaide Oval Stadium Management Authority has partnered with NCR to provide a host of innovative venue management solutions to better serve the extensive food and beverage restaurants, corporate boxes and concession stands at the stadium that will reduce queues and allow fans to get their food and beverages quicker.

"Australian sports and music fans want their stadium experience to be enjoyable and hassle-free. NCR's vast experience in venue management around the world made it easy for us to select them to help us deliver an unparalleled level of service and to make the fan experience at this world-class stadium exceptional," said Adelaide Oval SMA CEO, Andrew Daniels.

"The adoption of modern NCR technology allows us to accurately report, analyze and forecast sales, helping us to reduce waste and control costs," added Daniels.

"Adelaide Oval is an iconic landmark not only in Australia but around the world too, we are proud to be part of this transformational story as the stadium unfolds into a new era," said Nick Wagnitz, NCR general manager - Hospitality & Stadiums / Arenas. "Fans and patrons can look forward to seeing more of any game or event at the Adelaide Oval as it delivers a world class stadium experience."

As part of the agreement NCR will also deploy [NCR Vital](#) – a smartphone application that provides real-time business information on critical assets including sales, inventory and allow venue operators to connect with their employees and actively manage social networking platforms.

### About Adelaide Oval

Adelaide Oval has enjoyed a proud history as one of Australia's premier sporting and entertainment venues for more than 140 years. In March 2014, a \$535 million redevelopment was completed, transforming Adelaide Oval into an internationally renowned, world-class venue for the 21st Century. The redeveloped Adelaide Oval sits proudly within a revitalised riverbank and parklands precinct; home to cricket, football and providing an exceptional venue for a host of other major sporting events and entertainment.

### 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.

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NCR Corporation

Rakesh Aulaya

+91. 22. 6195. 4583 (ph)

+91. 998-701-1973 (cell)

[rakesh.aulaya@ncr.com](mailto:rakesh.aulaya@ncr.com)