



## Singapore Sports Hub, Asia's Largest Sports Complex, Selects NCR for Venue Management Solution

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*NCR software to enhance operational efficiency with real-time reporting at the new national stadium*

SINGAPORE--(BUSINESS WIRE)--Jul. 24, 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 new Singapore Sports Hub, a mega-sports complex with six venues. It is one of the few venues in the world that can host concurrent events, accommodating over 70,000 spectators at one time.

NCR plays a significant role in the project and at the core is [NCR Venue Manager](#), an advanced point-of-sale (POS) and reporting system that is deployed in more than 250 stadiums and arenas globally. NCR Venue Manager has been selected to streamline operations, deliver an unparalleled level of service and help bring a world-class experience in Asia's newest sports and entertainment complex. It will provide Singapore Sports Hub with instantaneous sales information from every POS device and retail outlet enabling it to accurately report, analyze and forecast sales ensuring real-time inventory control and cash management.

"Singapore sports and music fans expect the in-venue experience to be world-class, enjoyable and hassle-free. NCR's expertise and vast experience in venue management will help us fulfill our commitment to provide exceptional service to event-goers, while increasing our operational efficiency, reducing waste and keeping costs under control through their system's real-time reporting," said Todd Smoots - General Manager Sports Hub Catering.

In a move to better engage fans at the stadium, the Singapore Sports Hub partnered with NCR to provide a host of innovative venue management solutions including 317 touch screen POS systems to reduce queues and serve fans at the extensive food and beverage restaurants, corporate boxes and concession stands at the stadium. Additionally, NCR has deployed its [NCR Vitalcast](#) digital signage solution throughout the complex across 390 displays to create and share promotions, advertisements and event information to the fans.

"The NCR system puts the new Singapore Sports Hub at the forefront of venue technology by providing amazing flexibility, control and connectivity," said Nick Wagnitz, NCR general manager, Specialty Hospitality. "Easy-to-use, reliable technology that increases the speed of service is crucial for event venues that are focused on providing the best fan experience. Our solutions support Singapore Sports Hub's goals to engage fans and build its reputation as one of the world's premier sports and entertainment destinations."

### About Singapore Sports HUB

The Singapore Sports Hub is Singapore's premier sports, entertainment and lifestyle hub with integrated community programming. Consisting of a unique cluster development of integrated world-class sports facilities within the city, it will play a critical role in accelerating the development of sports industry, excellence and participation, and will take sports to the next level in Singapore.

Located on a 35-hectare site in Kallang, the Singapore Sports Hub will include the following facilities:

- A new 55,000-capacity National Stadium with a retractable roof and movable tiered seating
- A 6,000-capacity OCBC Aquatic Centre that meets FINA standards
- A 3,000-capacity OCBC Arena which will be scalable and flexible in layout
- Water Sports Centre featuring dragon boating, kayaking and canoeing
- 41,000 sq m Kallang Wave mall
- The iconic Singapore Indoor Stadium
- Singapore Sports Museum
- Sports Hub Library
- Daily community facilities and activities open for Singaporeans, including beach volleyball, hard courts for basketball, lawn bowls, giant chess, skate park, climbing wall and running/cycling circuit

The Singapore Sports Hub, which is managed by SportsHub Pte Ltd, is one of the largest sporting Public-Private Partnership (PPP) project in the world. It is also Singapore's largest flagship PPP project of this nature, and has won the PFI award in London in 2011 and the World Architecture Festival Award for Best Future Project in the leisure-led development category in 2013.

For more information, please visit the Singapore Sports Hub website: [www.sportshub.com.sg](http://www.sportshub.com.sg)

### 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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