NCR launches omni-channel airport wayfinding solution at ACI-NA show

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New software includes major graphic enhancements, improved accessibility and support for exceptional passenger experience

DULUTH, Ga.--(BUSINESS WIRE)--Sep. 8, 2014-- NCR Corporation, the global leader in consumer transaction technologies, today announced the availability of a major software release to NCR Wayfinding, a next-generation software platform for creating and managing airport content across kiosks, mobile devices and more. The software will be available for demo at the 2014 ACI-NA Annual Conference & Exhibition, September 7-10, 2014 in Atlanta, GA at Booth #440.

NCR Wayfinding is a dynamic solution that helps passengers easily locate products and navigate through large, complex buildings; eliminating confusion and improving the passenger experience. Highlights of the new features include graphical enhancements such as data-driven 3D maps, and endpoint supported and gesture supported map navigation. It enables passengers to search on a touchscreen for gates, flights, restaurants, shopping, restrooms and more. Passengers can easily toggle between multi-lingual maps, and it incorporates airport-standard symbols enabling usage by speakers of different languages.

For the first time, the solution is now truly omni-channel, allowing facility managers to easily manage and publish maps and all requisite location information, via kiosks, the web site, and mobile apps (iOS and Android). Maps are 3D, support multi-touch zooming and rotation, and reveal multiple layers of detail as users zoom in, similar to popular street-level mobile mapping apps do today.

NCR's solution has a back end tool that allows airport operations staff to update their content 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 endpoints will update automatically.

"Beyond improving the passenger experience, interactive wayfinding is quickly becoming a core component of an airport's retail strategy to drive non-aeronautical revenue at retailers and concessionaires throughout the terminal," says Jerry Zeephat, Travel Solution Manager, NCR Corporation.

NCR's larger wayfinding kiosk implementations include Methodist Hospital in Houston, one of the biggest in the U.S., with wayfinding kiosks throughout its campuses, and Dubai Airport, the busiest international airport in 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 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.

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Source: NCR Corporation

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