



NCR Silver POS Integrates with LevelUp to Provide Merchants with New Payment Option

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Combination of LevelUp app with NCR Silver delivers seamless buyer experience

DULUTH, Ga.--(BUSINESS WIRE)--Dec. 16, 2014-- The [NCR Silver](#)™ cloud-based point-of-sale (POS) system for small businesses has been integrated with LevelUp, the nation's leading mobile loyalty and payment platform, to provide small businesses – primarily fast casual restaurants – with an additional method for accepting mobile payments and marketing to customers.

LevelUp provides businesses with an easy-to-use loyalty system that automatically captures customer, payment and item-level information with each scan while providing users with a built-in rewards program. LevelUp also gives merchants a wide variety of marketing tools.

NCR Silver merchants can activate the LevelUp application as a payment option in their POS system. Once activated, customers pay by scanning unique QR codes generated by the LevelUp app during checkout.

NCR Silver merchant Dalton Castano, owner of Philadelphia-based [More Than Just Ice Cream](#) restaurant, has been using LevelUp for three years. He says his customers use LevelUp because sometimes they don't like carrying wallets. In addition, there's the instant loyalty aspect.

"I get a lot of repeat customers because of LevelUp loyalty – people who may not have been coming in as much," Castano said. "I also get new customers, because when you sign up, you see other merchants who accept it. Now, with NCR Silver integration, it's a lot simpler for us to clear transactions. Plus, implementation was a breeze."

This added capability is part of NCR Small Business' strategy to offer integrated payment alternatives for small businesses and their customers.

"NCR Small Business knows the value of providing merchants with the ability to accept as many payment options as possible to meet the changing needs of their customers, improving their level of service," said Reggie Kimble, NCR Small Business director of business development. "Working with LevelUp is a major step in making sure our merchant customers have the technology they need to attract and retain buyers."

According to a survey conducted in early 2014 by AlixPartners, 24 percent of consumers who have made mobile purchases at point-of-sale locations have scanned a barcode or QR code through a mobile-payment offering such as LevelUp – a number that tops the list when considering other methods of mobile payment.

"LevelUp is excited to work with NCR Small Business, a motivated POS provider who delivers true value to merchants," said Seth Priebatsch, founder of LevelUp. "Like us, NCR Small Business is dedicated to ensuring merchants have the customer support they need to focus on growing their businesses and improving customer engagement. NCR's 24/7 support is a key component in this relationship."

Mobile payments in general in the United States will reach \$142 billion by 2019, up from \$50 billion in 2014, according to Forrester Research.

The LevelUp news follows NCR Silver's recent acceptance of bitcoin payments and integration with several other mobile payments services such as PayPal™.

About LevelUp

LevelUp helps merchants own the shift to mobile by powering mobile-payment optimized loyalty programs, enabling their customers pay for their purchase and accrue/redeem rewards with a single scan or tap. LevelUp's analytics platform helps merchants better understand their customers and deliver the right campaigns to the right customers to drive revenue and increase customer happiness. LevelUp is currently used by over 14,000 merchant locations and 1.5 million users. Anyone can download the free LevelUp app for iPhone or Android. Merchants can also embed the LevelUp SDK into their own branded applications. Learn more at [TheLevelUp.com](#).

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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