



NCR Named a Founding Partner of Mercedes-Benz Stadium

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NCR and AMB Sports & Entertainment continue strategic partnership to deliver a software driven, hardware enabled exceptional fan experience

DULUTH, Ga.--(BUSINESS WIRE)--Oct. 1, 2015-- NCR Corporation (NYSE: NCR), the global leader in consumer transaction technologies, announced today it will be one of the 14 founding partners of the Mercedes-Benz Stadium set to open in 2017. The agreement continues a multi-year relationship between NCR and AMB Sports & Entertainment (AMBSE), comprised of the Atlanta Falcons, Atlanta United and Mercedes-Benz Stadium. The agreement underscores the company's investment in the Atlanta community, where NCR is headquartered.

"Through our partnership with AMBSE and the Arthur M. Blank Family Foundation, we are thrilled by the opportunity to expand our commitment to the citizens of Atlanta and play a role in transforming the local Westside neighborhood," said Bill Nuti, CEO and chairman of NCR Corporation. "As a founding partner of the Mercedes-Benz Stadium, NCR looks forward to continuing our partnership with the Atlanta Falcons and welcoming and partnering with Atlanta's new Major League Soccer team, Atlanta United."

As the Official Consumer Transaction Technology Provider for the new Mercedes-Benz Stadium, NCR will heighten the fan experience through its POS, wayfinding, kitchen system and digital menu technologies. With its hardware, software and mobile solutions, NCR extends the fan experience far beyond the field.

"NCR has proven its ability to provide a truly transformative customer experience," said Rich McKay, president & CEO of the Atlanta Falcons. "We are excited by the prospect of showcasing NCR's next-generation consumer transaction technologies in the new Mercedes-Benz Stadium as we reimagine the fan experience."

NCR announced a formal partnership with the Falcons in 2013, providing POS software for Falcons' merchandise including mobile point of sale to the Falcons, creating innovative experiences such as in-suite ordering and post-game merchandise pickup. Wayfinding touchscreen technology from NCR also helped fans navigate Falcons game days. The two organizations partnered on a variety of community initiatives including an internship program that will continue through the 2015 season.

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 550 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 over 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

Web site: www.ncr.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

About Mercedes-Benz Stadium

The new home of the Atlanta Falcons and Atlanta United, Mercedes-Benz stadium will open in spring 2017. The multi-purpose venue will feature flexible capacity that can expand to up to 83,000 seats; a retractable roof structure inspired by the oculus in the ancient Rome Pantheon; views of the Atlanta skyline; a 360-degree HD video halo board that, at nearly six stories tall and 1,100 linear feet in diameter, will be the largest in the NFL and the world; an exterior fan plaza that will provide fans with pre- and post-game entertainment; and a technology lounge offering a unique game-day experience full of media content and full game-day immersion.

For more information on Mercedes-Benz stadium and to view project renderings, photos and construction progress, visit www.mercedesbenzstadium.com and follow #MBStadium.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20151001005189/en/>

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