



NCR Recognized by the 2016 Industrial Design Excellence Awards for Innovative and Transformational Product Design

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NCR Omni-channel Solutions Selected as a Finalist for Design Excellence and User Experience

DULUTH, Ga.--(BUSINESS WIRE)--Sep. 1, 2016-- [NCR Corporation](#) (NYSE: NCR), a global leader in omni-channel solutions, today announced that its products have been recognized by the Industrial Designers Society of America for the 2016 Industrial Design Excellence Awards.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160901005331/en/>



NCR's self-service product designs were honored as finalists in the Commercial and Industrial Products category and the Computer Equipment Category. (Photo: Business Wire)

NCR's self-service product designs were honored as finalists in the Commercial and Industrial Products category and the Computer Equipment category. The International Design Excellence Awards—also known as IDEA®—is a premier international design competition sponsored annually by the Industrial Designers Society of America and judged by renowned design experts from around the world.

"Being selected as a finalist demonstrates NCR's continued focus on innovation, design-thinking and the user experience," said Bob Ciminera, SVP of Hardware Product Operations, NCR. "NCR competed against other industry leaders in product design in all global sectors and being recognized by this prestigious organization shows that our strategies and commitment to design provide our customers with further value and differentiation."

NCR has been redesigning its products to enable a better user experience. Gone are the grey plastics traditionally used, to be replaced with black glass and other sleek materials. NCR's growing omni-channel offerings include innovative products that provide reliable, secure, easy-to-use, and cost-effective solutions that are industry hardened to create competitive advantages and personalized user experiences consistent across multiple channels from financial services and retail to hospitality and travel.

NCR's hardware solutions are driven by powerful software and services offerings that facilitate digital transformation and omni-channel consumer interactions.

NCR recently launched its Innovation Lab, a brand new research and development hub, which will focus on cross-functional research, innovation, and design-thinking. The NCR Innovation Lab will bring together NCR's R&D teams with its global innovation labs to drive a unified omni-channel focus and build upon NCR's position as a leader in the digitally connected economy.

About the Awards:

The judging criteria is based on the following for design excellence and a winning design meets most of these criteria in a positive manner: Design Innovation; Benefit to the User; Benefit to the Client; Benefit to Society and; Appropriate Aesthetics.

Founded in 1965, the nonprofit Industrial Designers Society of America (IDSA) is one of the oldest and largest [membership](#) associations for [industrial design](#) professionals. IDSA has thousands of [members](#) in dozens of [Student Chapters](#), [Professional Chapters](#) and [Special Interest Sections](#) in the United States and internationally.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in omni-channel solutions, 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

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NCR Corporation

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