



20 Years after Self-Checkout Debut: NCR Maintains Momentum in Transforming the Retail Experience

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At NRF 2018, NCR demonstrates how its innovations help converge physical and digital channels to meet the demands of both retailers and shoppers in an evolving industry

ATLANTA--(BUSINESS WIRE)--Jan. 10, 2018-- NCR Corporation (NYSE: NCR), a global leader in innovative omni-channel solutions, will take visitors to booth #3121 on an experiential retail journey during NRF's 2018 Annual Convention & Expo from January 14 to 16. In doing so, the company is underscoring the need for retailers to reimagine consumer engagement in a landscape where physical and digital channels are increasingly blurred and competition is fierce.

During the show, NCR will celebrate 20 years since the installation of its first self-checkout solution, and the tremendous journey that has led the company to become the global market leader with retailer deployments across 39 countries. Self-checkout has become one of the most recognizable aspects of NCR's store transformation solution portfolio. NCR's technology helps retailers solve long checkout queues, growing overhead costs, and customer service challenges due to misallocated staff and increasing wages. The company's latest self-checkout models feature intelligent vision-based scanners that simplify the self-checkout process, while simultaneously helping to reduce shrink.

"NCR's self-checkout innovations are part of our larger commitment to continuously rethink and reexamine the role of technology in both improving the shopper experience and helping retailers succeed," said Tom Chittenden, vice president and general manager of retail solutions at NCR Corporation. "For many retailers, self-checkout has become the starting point of their transformational journey to thrive today and prepare for the demands of tomorrow. At this year's NRF show, we're excited for visitors to see our comprehensive offering of omni-channel solutions for all types of retailers and to experience hands-on the end-to-end approach we take with creating exceptional retail experiences."

During the NRF Expo, NCR will host media tours that demonstrate how a consumer journey is markedly enhanced by its omni-channel retail solutions: delivering flexible purchase and fulfillment options, improving engagement with next-level personalization and creating smoother experiences using a wide variety of technologies. For example, NCR's EMV-ready [OPTIC terminals](#) are poised to revolutionize petroleum and convenience retail throughout North America by helping to drive in-store sales and improve loyalty with customized offers and a broad array of payment options at-the-pump. NCR FastLane™ [Mobile Shopper](#) helps retailers digitally engage with shoppers on their mobile devices, with tools to build shopping lists, locate and scan items for fast checkout inside the store.

Throughout the booth, visitors can experience how NCR enables the buy-anywhere, fulfill-anywhere demands of today and learn how its omni-channel solutions make each of the consumer touchpoints in a shopping journey work.

For more information or to RSVP, please contact Ortrud Wenzel: ortrud.wenzel@ncr.com.

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 nearly 700 million transactions daily across financial, retail, hospitality, travel, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier. NCR is headquartered in Atlanta, Ga., with about 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries. NCR encourages investors to visit its website which is updated regularly with financial and other important information about NCR.

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