



NCR's Smart Connections Provide One-to-One Targeted Marketing at ATMs

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DAYTON, Ohio, Aug. 22 /PRNewswire/ -- NCR Corporation has enhanced its program to enable automated teller machine (ATM) deployers in the U.S. to use their ATMs to reach customers with tailored, customized advertising messages.

NCR's Smart Connections program provides the hardware, software, services and partnerships that allow targeted messages or promotions to be delivered to specific customers or a group of customers via ATMs.

"Our Smart Connections program brings together all the elements needed to deliver one-to-one targeted marketing via ATMs," said Andy Orent, vice president of NCR's Financial Solutions Division. "The combination of NCR's advance function ATMs, our deep understanding of customer relationship management and our position as the number one ATM solution provider worldwide enable us to help our customers create the foundation for a world class one- to-one marketing program."

Incorporating NCR's innovative APTRA(TM) software, released last year, Smart Connections allows the deployer to customize and deliver promotions and messages at any point during the ATM transaction.

Through the program, on-screen advertising can include animation, full- motion video, audio and music, and can be combined with coupon printing as well.

Smart Connections is a phased program that allows institutions to move at their own pace.

"The program provides the strong benefits of targeted marketing today -- using NCR's APTRA Studio and APTRA Link software," Orent said. "In addition, it provides a managed path to the future benefits of fully integrated customer relationship management and data warehouse environments for the future."

NCR's APTRA Studio enables the novice to quickly build, edit and implement the targeted marketing and advertising for ATMs. The software also delivers marketing and advertising updates to each ATM during normal transaction processing.

"With Smart Connections, NCR can provide the complete solution for true one-to-one marketing at ATMs," said Orent, "including the software, services, security and tools to make it a valuable component of a deployer's ATM strategy."

About NCR Corporation

NCR Corporation (NYSE: NCR) is a US\$6.2 billion leader in providing Relationship Technology(TM) solutions to customers worldwide in the retail, financial, communications, travel and transportation, and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata(R) warehouses and customer relationship management (CRM) applications, store automation and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long-established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 32,500 in 130 countries, and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at www.ncr.com.

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