



New Global Online Community for Self-Service, ATM Industry Unveiled Today

November 27, 2000 at 11:59 AM EST

NEW ORLEANS, Nov. 27 /PRNewswire/ -- Touchpoints (www.self-service-touchpoints.com), a new global online community dedicated to driving the future of consumer convenience through self-service such as ATMs, was launched today. Initial indications are the site is set to become a focal point for key industry players, stimulating debate among banks, retailers, dot-coms and consultants with an interest in this rapidly evolving market.

As well as being a repository of ideas, the site has created an online self-service community, providing access to forums where individuals can exchange ideas and information and even vote on industry issues.

There is no shortage of material to stimulate debate, as the site will host:

- Challenging articles by industry thought-leaders -- covering anything that can affect the industry, from the internet and e-commerce to the future of ATMs and online banking
- Case studies that demonstrate how companies are deploying new technologies to keep pace with the changing demands of customers
- News and views from around the world

The old idea of an ATM simply acting as a cash dispenser is under continual challenge as new uses are devised that fulfill the machines' strategic potential.

Increasingly, self-service "touchpoints" provide a safe, user-friendly interface for customers to order, pay for and receive items of value (such as tickets, coupons or postage stamps) delivered anywhere at any time. In addition, self-service is seen by an ever-larger number of deployers, such as banks, retailers or dot-coms, as a means of providing convenience to consumers. Its role as a facilitator for e-commerce will become crucial in the near future.

The launch of Touchpoints was welcomed by David T. Llewellyn, professor of Money and Banking at Loughborough University. "This is an important and very constructive initiative. It is impossible to exaggerate the significance technology is having on the search and delivery of retail and financial services, and much of this is directed at 'self-service.' In a world of fast- changing technology, it will be very useful to be able to easily explore new ideas, exchange views, and keep in touch with latest developments in the fast- growing area of self-service."

The Touchpoints site is sponsored by NCR Corporation, the world's largest supplier of ATMs, or self-service touchpoints, and is run by Forward Group's digital arm, Realsubstance.

"At NCR we are delighted to be associated with this project. Self-service is a dynamic area, with the potential to generate substantial profits for those companies that get it right. We're anticipating a lively debate," said Christophe Primault, vice president of communications for NCR's Financial Solutions Division.

About the Forward Group

Forward is a multi-disciplinary marketing agency group focused on building and enriching customer relationships in the new economy. Through an integrated offering of print, advertising sales, interactive media, direct marketing and data management expertise, Forward helps leading brands turn marketing opportunities into profitable customer behavior. In addition to NCR, clients include Tesco, Egg, Nasdaq, British Airways Holidays and BT.

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, manufacturing, 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 31,900 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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