New NCR POS Workstation Works the Way Cashiers Think

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ATLANTA, Jan. 15 /PRNewswire/ -- NCR Corporation (NYSE: NCR) today introduced a compact point-of-service (POS) workstation that combines a "smart" cashier interface with powerful notebook PC technology, helping stores improve customer service while increasing cashier productivity.

The NCR 7455 is based on the retail industry's original integrated operator keyboard/display -- NCR DynaKey(TM). Featuring a familiar ATM-style interface, the intuitive DynaKey is designed to work the way cashiers think instead of forcing them to think the way a computer works. Studies show the DynaKey device can help reduce training time up to 50 percent while potentially increasing cashier productivity as much as 10 percent.

The NCR 7455 incorporates the DynaKey interface and the terminal electronics into a compact, uncluttered design that maximizes counter space for the retailer while simplifying installation and serviceability.

Jacobson's, a fashion and specialty store chain operating in Michigan, Kentucky, Ohio, Indiana, Kansas and Florida, has announced it will install the new NCR workstation in all its stores in a wireless environment.

"Personalized service and an enjoyable shopping experience are among Jacobson's key competitive advantages," said Jacobson's Vice President of Information Services Al Herman. "With its small footprint and clean appearance, the NCR 7455 fits our vision of a high quality, pleasant and efficient wrap desk environment.

"Furthermore, because the DynaKey interface is easy to learn and use, our store associates can give more attention to their customers," Herman added. "This solution will also help differentiate Jacobson's as a premier specialty store in the marketplace by providing a new tool that will enable us to continue our focus of putting the customer first."

Joining the most comprehensive suite of store automation solutions on the market, the NCR 7455 will make its public debut at the National Retail Federation's 90th Annual Convention & EXPO, January 14-17, in New York.

"The NCR 7455 supports multimedia and Web-enabled applications, offering retailers an array of e-business options for helping customers or training store associates," said Tracy Flynn, vice president, Product and Solution Marketing, for NCR's Retail Solutions Division. "This 'merger' of the virtual and physical store environments is a prime example of the innovative, yet evolutionary, approach that we've taken with NCR's suite of retail POS solutions."

The NCR 7455 was engineered "from the ground up" to meet the rigorous demands of a retail environment. All major components, including the processor board, hard disk and CD-ROM are enclosed within the DynaKey keyboard/display. NCR also offers wireless LAN implementations for additional flexibility.

Incorporating the Intel(R) Celeron(TM) chipset, the NCR 7455 is certified with Microsoft(R) Windows CE, Windows 98, Windows NT, Windows 2000 and DOS operating systems.

NCR offers the NCR 7455 as part of a complete POS solution with an extensive choice of peripherals including NCR barcode scanners, printers and customer displays. In addition, the NCR 7455 is available with NCR Advanced Store@General Merchandise (AS@GM), a flexible, Internet-ready software foundation designed to meet the complex requirements of larger general merchandise retailers including department, discount and specialty store chains.

Jacobson's will implement AS@GM, running under Windows CE, with its NCR 7455 solution.

The open architecture of the NCR 7455 also gives retailers the flexibility to choose from a wide array of leading third party retail applications. NCR solution partners who are porting their applications to the NCR 7455 and have announced plans to demonstrate them at the NRF trade show include: Applied Digital Solutions, CRS, NSB Inc., SVI Retail and Triversity.

The NCR 7455 is scheduled for general customer availability in March, and will be sold by NCR and its authorized resellers.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a 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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