



NCR Designer Points the Way to ATM Services

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LONDON, Sept. 19 /PRNewswire/ -- Wherever you are in the world, finding an automated teller machine (ATM) could become easier thanks to an award-winning pictogram design from NCR Corporation's (NYSE: NCR) Andy Kit. At the ATM Industry Association (ATMIA) conference in London today, Kit will be presented with an award in recognition of his success in developing an icon alerting customers to the presence of an ATM.

(Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20010919/CLW019>)

In developing the distinctive pictogram, Kit took as his theme the withdrawal of cash. "The aim was to give a message that transcended national and linguistic boundaries," said Kit. "Obviously, ATMs these days have moved on from being simply cash dispensing mechanisms, but irrespective of location, the one thing people associate with an ATM is the availability of cash. The design I submitted dealt with iconic recognition of the bank note and the symbol of the hand set against a black rectangle which represents the shutter of the ATM. These three elements combined communicate the withdrawal of cash."

Competition for the award was fierce with 97 entries from around the world making the judge's choice a difficult one. Professor Yukia Ota, who chose the winning design, is the designer of the emergency exit pictogram and many other public signs, including the internationally used fire-fighting safety sign.

To mark the milestone reached by the ATM industry in 2001 of one million ATMs installed globally, ATMIA several months ago started planning this international competition to find the best design for an ATM pictogram.

"We were delighted at the level of entries," said ATMIA's international director, Mike Lee. "ATMs have become a truly global phenomenon, and international usage has grown rapidly. They have become an icon of modern times. It would be a great help to travelers and customers generally to have an easily recognizable indicator of an ATM's location. Andy's design captures the essence of the ATM experience with a wonderful expressive simplicity. ATMIA calls upon the whole industry to unite behind this pictogram to turn it into a worldwide icon in airports, shopping malls, supermarkets, major thoroughfares and other public places."

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology(TM) solutions to customers worldwide. NCR's Relationship Technology solutions include the Teradata(R) database and analytical applications such as customer relationship management (CRM) and demand chain management, store automation systems 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 33,300 in more than 100 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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