



## **Tower Records First to Deploy Music Discovery Center Kiosk from NCR, Savage Beast; Self-Service Kiosk Helps Shoppers Navigate Music Catalog, Find Music They Like**

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ATLANTA, Jun 10, 2002 (BUSINESS WIRE) -- International music retailer Tower Records is the first to pilot a self-service Music Discovery Center kiosk from NCR Corporation (NYSE:NCR) and Savage Beast Technologies.

The kiosks are designed to help consumers navigate Tower's large catalog of music and are currently deployed in three New York, Los Angeles and San Francisco stores. The kiosk solution comprises music navigation and recommendation software from Savage Beast, and runs on the NCR EasyPoint(TM) kiosk platform. The interactive touchscreen kiosk guides shoppers through Tower's online music catalog, where they can explore and discover music tailored to their own individual tastes. With the "Scan and Listen" function, customers can preview song clips of more than 250,000 CDs without opening the package.

"Our new Music Discovery Center kiosks are about helping customers explore a world of music almost hand-selected for each customer," said Tower Records founder and chairman Russ Solomon. "This is an opportunity for us to use technology to serve each customer individually."

Combining the power of the Internet and the in-store experience, the kiosks go beyond the traditional listening station by allowing shoppers to search for music based on artist, song or CD title. They also make recommendations based on the music the customer is browsing.

"With self-service kiosks, retailers can provide their customers an interactive way to explore in-store music catalogs," said Nelson Gomez, vice president of NCR EasyPoint. "The kiosks work like an intelligent agent, showing customers music that matches their individual tastes. At the same time, retailers can use the kiosks as a targeted marketing and advertising platform for reaching customers individually."

### About Savage Beast Technologies

Savage Beast Technologies is a privately owned music technology company specializing in sophisticated music navigation and recommendation systems. Savage Beast's products and services enable consumers to find music they will want to purchase or play; and enable retailers, record labels, and artists to offer the right music to the right consumers. Savage Beast's Music Genome Project(TM) adds critical value to all businesses that offer music to consumers, such as music retailers, Internet portals, music subscription services, record labels, and consumer electronics companies. For more information, visit [www.savagebeast.com](http://www.savagebeast.com).

### About NCR Corporation

NCR Corporation (NYSE:NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's ATMs, retail systems, Teradata(R) data warehouses and IT services provide Relationship Technology(TM) solutions that maximize the value of customer interactions. Based in Dayton, Ohio, NCR ([www.ncr.com](http://www.ncr.com)) employs 30,300 people worldwide.

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CONTACT: NCR Corporation  
Caroline Leigh, 770/623-7608  
[caroline.leigh@ncr.com](mailto:caroline.leigh@ncr.com)  
or  
Savage Beast Technologies  
Patrick Dominguez, 510/451-4100 x28  
[pdominguez@savagebeast.com](mailto:pdominguez@savagebeast.com)

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