



NCR Announces RFID Labeling Solution for Consumer Goods Manufacturers; NCR Offers Label Supply Approaching 100 Percent Reliability

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DAYTON, Ohio--(BUSINESS WIRE)--Sept. 22, 2004--NCR Corporation (NYSE:NCR)

Solution Debuts at EPCglobal Conference, Sept. 28-30 in Baltimore

NCR Corporation (NYSE:NCR) today announced a comprehensive radio frequency identification (RFID) labeling solution to help consumer goods manufacturers meet retailer RFID mandates while driving down costs and improving operational efficiencies.

Developed by NCR's Systemedia Division, a manufacturer of world-class printer consumables, the solution is designed to reduce failure rates for manufacturers by increasing the reliability and consistency of RFID labels for cases and pallets - offering a label supply that approaches 100 percent reliability.

Over the past year, a number of the world's leading retailers have announced programs requiring their larger suppliers to apply RFID tags to cases and pallets.

"As more manufacturers look to implement case- and pallet-level RFID labeling to meet retailer mandates, the need has emerged for a solution capable of driving down costs and improving dependability and accuracy," said Mark Quinlan, vice president and general manager for NCR's Systemedia Division. "Backed by NCR's retail technology and RF expertise - plus our years of experience in supplying labels, inking systems and other consumables - NCR Systemedia provides manufacturers with best-in-class technology and products designed to meet retailers' requirements."

Manufacturers attending the EPCglobal U.S. Conference, Sept. 28-30 in Baltimore, will be among the first to preview NCR's RFID labeling solution, which will be featured in booth #305.

Building on the success of NCR's Auto ID bar-code labeling offer - which provides manufacturers with solutions in data capture, transfer and output, including bar codes - NCR's new RFID labeling solution includes:

- Consumables and labels that meet either the Class 1 or Class 0 protocol standards required by retailer mandates;
- Thermal transfer ribbons that are designed to eliminate static and print on RFID smart labels;
- State-of-the-art printers and data collection devices;
- Service on hardware components;
- Advanced software for printer and label formatting;
- eMedia, a comprehensive suite of online services that include ordering, tracking and payment for improved inventory management and purchasing consolidation; and
- Global sales and customer support.

"Manufacturers seeking to meet retailer RFID mandates want a scalable solution from a trusted, knowledgeable source," commented Tom Pounds, vice president of Corporate Development for Alien Technology, a leading supplier of RFID hardware products. "Consumables are a critical component of any RFID application - both in terms of performance and expense. NCR's deep experience in the consumable media business will assure a high level of reliability across a product line broad enough to handle the lion's share of applications."

In addition to providing enhanced human readability and bar code print quality, NCR-manufactured thermal transfer ribbons create a barrier to electrostatic discharge, which can affect RFID components. Future enhancements to the NCR solution will include an expanded array of customized printed labels and sizes tailored to fit individual manufacturing processes, available in the first quarter of 2005.

In addition to North America, NCR plans to make the solution available in Europe, the Middle East and Asia once global standards and frequency ranges have been finalized.

NCR's Systemedia Division (www.ncr.com/solutions/document_media) manufactures consumables that are designed to maximize system uptime, minimize the total cost of ownership and enhance system capabilities. Backed by world-class technology and more than 100 years of experience, NCR Systemedia specializes in consumables for the financial, retail and manufacturing industries as well as the small- and home-office environment.

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) employs approximately 29,000 people worldwide.

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