



## **NCR and e-Play Expand Consumers' Options for Delivery of Digital Entertainment**

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Businesses Gain New Revenue-Generating Opportunities with Improved  
Floor Space Management and Shrink Control

Consumers Can Rent, Buy, Sell and Trade Movies Through Kiosks  
Featuring Innovative Bare-Disc Handling Technology

DAYTON, Ohio--(BUSINESS WIRE)--July 17, 2008--NCR Corporation (NYSE: NCR) announced an exclusive licensing agreement with Columbus, Ohio-based e-Play, LLC, a move that adds bare-disc technology to NCR's existing global self-service technology portfolio, expanding consumer self-service options for delivery of digital entertainment.

The new platform allows bare movie or game discs to be vended and returned - cases or sleeves are not required - and offers the option of checking discs for quality. This innovative technology presents added revenue opportunities for retailers and other enterprises, through kiosks that can each inventory up to 4,200 discs in a few square feet - freeing valuable shelf and floor space while helping control shrink.

The technology also creates a better experience for consumers, improving access to merchandise and providing a convenient self-service option for buying, selling and trading used media, along with offering a large number of titles from which to choose.

NCR plans to integrate e-Play's bare disc technology into its NCR Xpress Entertainment portfolio, which includes a multichannel software platform - allowing consumers to interact via the Internet, their mobile devices or kiosks - and hardware options ranging from DVD vending to digital download kiosks. Planned future enhancements include support for other types of digital media.

In recent months, NCR has rapidly expanded the Xpress Entertainment portfolio through a series of acquisitions that also include Touch Automation and Ambient Partners. In a move to further expand deployment options for its customers, NCR also made a minority investment in e-Play to assist its development as an entertainment independent service operator (ISO). Terms of the transaction were not disclosed.

"The e-Play technology is a great complement and addition to the NCR Xpress Entertainment portfolio, which we launched earlier this year," said NCR Chairman and Chief Executive Officer Bill Nuti. "This agreement will further expand our portfolio of self-service entertainment solutions to include bare-disc as well as packaged DVD media, thus enabling NCR to offer our customers the flexibility to deploy the appropriate technology for their business strategy."

e-Play is currently working with a national retail chain to conduct a multistore pilot in Georgia, North Carolina and Ohio of kiosks that enable self-service buying, selling and trading of movies.

"We are excited to partner with NCR, the leader in self-service across multiple industries, with thousands of customer service engineers around the world," said e-Play Co-Founder and Chief Executive Officer Alan Rudy. "This collaboration will greatly enhance e-Play's plans for growth as an ISO in the kiosk marketplace. NCR's experience in designing user-friendly solutions, coupled with e-Play's leading-edge technology - which can significantly increase kiosk inventory capacity beyond the capability of currently available units - will provide businesses with more innovative choices in the ways they deliver digital media to consumers."

### About e-Play, LLC

e-Play is a revolutionary way of marketing, delivering and purchasing DVDs: a high-tech DVD vending machine with the ability to hold thousands of discs, convert used discs into cash or credit at the retailer and a playability check on every disc dispensed. The machines include new releases and catalog titles and feature an interactive touch LCD screen playing trailers and interactive advertising. Founded in 2005 and headquartered in Columbus, Ohio, e-Play Makes it Easy to Find the Movies You Want.

### About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, gaming and public sector organizations in more than 100 countries. NCR ([www.ncr.com](http://www.ncr.com)) is headquartered in Dayton, Ohio.

NCR is a trademark of NCR Corporation in the United States and other countries.

### Note to Investors

This news release contains forward-looking statements, including statements as to anticipated or expected results, beliefs, opinions and future financial performance, within the meaning of Section 21E of the Securities and Exchange Act of 1934. Forward-looking statements include projections of revenue, profit growth and other financial items, future economic performance and statements concerning analysts' earnings estimates, among other things. These forward-looking statements are based on current expectations and assumptions and involve risks and uncertainties that could cause NCR's actual results to differ materially.

In addition to the factors discussed in this release, other risks and uncertainties include those relating to: the uncertain economic climate and its impact

on the markets in general or on the ability of our suppliers to meet their commitments to us, or the timing of purchases by our current and potential customers, particularly customers in the financial services sector, which has been impacted by difficulties related to the sub-prime mortgage business and our retail customers who have seen dampening consumer demand, as well as other general economic and business conditions; the timely development, production or acquisition and market acceptance of new and existing products and services (such as self-service technologies), including our ability to accelerate market acceptance of new products and services; shifts in market demands, continued competitive factors and pricing pressures and their impact on our ability to improve gross margins and profitability, especially in our more mature offerings; the effect of currency translation; short product cycles, rapidly changing technologies and maintaining a competitive leadership position with respect to our solution offerings; tax rates; ability to execute our business and reengineering plans, including potential impact from our recent transition from a business unit to functional organizational model; turnover of workforce and the ability to attract and retain skilled employees, especially in light of continued cost-control measures being taken by the company; availability and successful exploitation of new acquisition and alliance opportunities; changes in Generally Accepted Accounting Principles (GAAP) and the resulting impact, if any, on the company's accounting policies; continued efforts to establish and maintain best-in-class internal information technology and control systems; and other factors detailed from time to time in the company's U.S. Securities and Exchange Commission reports and the company's annual reports to stockholders. The company does not undertake any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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CONTACT: NCR Corporation

Robert (Kelly) Kramer, 770-623-7215

[kelly.kramer@ncr.com](mailto:kelly.kramer@ncr.com)

OR

e-Play, LLC

Vicki Greenleaf, 323-660-5800

[vicki@greenleafandassociates.com](mailto:vicki@greenleafandassociates.com)

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