



## NCR ATM Wins Design Award from FORTUNE China Magazine

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### **Innovative NCR SelfServ(TM) 25 Designed to Improve Availability Usability, Security and Serviceability**

BEIJING, Nov 20, 2008 (BUSINESS WIRE) -- NCR Corporation (NYSE: NCR) today announced that its NCR SelfServ(TM) 25 automated teller machine (ATM) has been named a winner in the computer and business products category of the 2008 China's Most Successful Designs award program jointly sponsored by FORTUNE China magazine and China Bridge International, one of China's leading design management consulting firms.

The award is a premier international competition honoring outstanding designs in the Chinese market, and recognizes excellence in marketing and financial performance as well as strategic and social impact. This year, of the products launched in China, more than 133 entries were received from manufacturing and design companies from around the world.

The NCR SelfServ 25 was honored for its unique design and innovative product development, and was praised by the judges for successfully creating a "wow factor" in meeting and exceeding customers' needs. NCR's next generation of ATMs, the NCR SelfServ family, was launched in China and worldwide earlier this year. The NCR SelfServ 25 is an exterior through-the-wall and vestibule ATM with a small footprint and ideally suited for both in-branch and off-premise use.

"We are excited to receive this recognition of NCR's continuous commitment to innovation in our product development, which helps our customers transform their businesses and enrich consumers' experiences," said Patrick Chou, president of NCR North Asia. "Along with the other models in our new family of ATMs, NCR SelfServ 25 helps financial institutions meet the challenges of growth, operational efficiency and corporate responsibility, by delivering high quality, fulfilling consumer experiences and projecting a strong brand image, while reducing the costs and complexity of maintaining and managing their self-service channels."

The NCR SelfServ 25 embodies a new industrial design direction for NCR's self-service terminals for banking transactions. The design raises the standards for simplicity, ease of use, accessibility, security, serviceability and reduced environmental impact for self-service terminals.

The NCR SelfServ 25 was designed by NCR's in-house design team. All NCR product developments follow the NCR User Centre Design process, an iterative process of early and frequent involvement of users in evaluating simulations, prototypes and early production units in key markets.

The design principles illustrated by the NCR SelfServ 25 apply to the NCR SelfServ family of 10 different self-service terminals, each designed to meet specific market needs, functionality and placement. The entire family benefits from commonality of design, layout and even components, with approximately 70 percent of parts used throughout the range.

The rollout of the NCR SelfServ family is progressing successfully with over 8,000 units ordered by more than 230 customers around the globe year-to-date.

#### 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, entertainment, gaming and public sector organizations in more than 100 countries. NCR ([www.ncr.com](http://www.ncr.com)) is headquartered in Dayton, Ohio.

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SOURCE: NCR Corporation

NCR Corporation  
Jeff Dudash, 919-900-7435  
[jeff.dudash@ncr.com](mailto:jeff.dudash@ncr.com)