



NCR Launches Most Secure, Highest Capacity Outdoor DVD-Rental Kiosk in Industry

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NCR SelfServ Entertainment 2381 to Broaden BLOCKBUSTER Express Deployments, Offering Enhanced Access to Convenience Store and Smaller-Footprint Store Locations

DULUTH, Ga.--(BUSINESS WIRE)--Oct. 20, 2009-- [NCR Corporation](#) (NYSE: NCR) today launched its first outdoor DVD-rental kiosk, the NCR SelfServ Entertainment 2381. Able to hold as many as 950 DVDs, this weather-protected outdoor kiosk is the most secure and highest-capacity outdoor DVD-rental kiosk in the industry. Through its new outdoor kiosk, NCR will be able to extend its deployment of [BLOCKBUSTER Express™-branded DVD-rental kiosks](#) to more convenience store and smaller-footprint, 24-hour retail locations.

Beyond its BLOCKBUSTER Express deployment, the SelfServ Entertainment 2381 can be used by retailers and operators to automate cased rental and packaged sell-through of media titles in a 24-hour, outdoor setting.

The SelfServ Entertainment 2381 features the latest self-service technology from NCR, including a 19" touchscreen display that is specially designed for viewing in sunlight. An optional 26" LCD screen at the top of the unit can be used as digital signage for inventory promotion or brand advertising, and all units are fitted with [ATM-grade anti-skimming magnetic stripe reader \(MSR\)](#) to help prevent fraud. Beyond these standard features, the SelfServ Entertainment 2381 is built with the future in mind, as its flexible architecture enables NCR to easily upgrade units with new technologies when they are ready to be deployed – such as the digital download of video files and a barcode scanner for age verification using drivers licenses.

"Each day, consumers around the world conduct more than 60 million transactions on NCR devices, making us the global leader in self-service technology. We've used our knowledge of consumer self-service technology to make the SelfServ Entertainment 2381 the most secure and the highest-capacity outdoor kiosk on the market," said [Alex Camara](#), vice president and general manager, NCR Entertainment. "This new technology will enable us to work with even more partners as we roll out our BLOCKBUSTER Express-branded DVD-rental kiosks to new locations, including convenience stores and gas stations. Consumers will benefit from easier access to their favorite new release and classic DVDs in accessible, 24-hour locations."

NCR expects to invest as much as \$60 million in 2009 to build out its DVD-rental kiosk operations. The company expects to deploy more than 2,500 kiosks in 2009 for a total of 10,000 kiosks by mid-year 2010.

Consumers can rent new release and classic DVD titles from BLOCKBUSTER Express kiosks for \$1 per night at conveniently located retail locations, including grocery stores, convenience stores and other retailers. Earlier this month, NCR announced it was bringing BLOCKBUSTER Express to [Tedeschi Food Shops](#), a 188 convenience store chain located in New England.

NCR will be demoing the new kiosk at the NACS Show in Las Vegas, Nev., Oct. 20-22 in booth #1235.

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) is headquartered in Duluth, Georgia.

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