



## NCR Buys Netkey to Provide End-to-End Kiosk and Digital Signage Solution

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### Acquisition Advances NCR's Self-Service Growth and Leadership across Multiple Industries

DULUTH, Ga.--(BUSINESS WIRE)--Nov. 2, 2009-- [NCR Corporation](#) (NYSE: NCR) announced today that it has purchased the assets of Netkey, Inc., a market-leading provider of kiosk and digital signage software applications used by leading companies to deliver a growing range of multi-industry self-service applications such as gift registry, guided selling, endless aisle and human resources functions. Terms were not disclosed.

ABI Research predicts that companies will spend more than \$1 billion globally on digital signage solutions next year, growing at an average of 20 percent per year for the next five years, while kiosk deployments will grow an average of 19 percent per year during the same period.

Netkey's enterprise software platform uses a proven scalable architecture that enables fast and flexible development of applications for kiosk and digital signage-based solutions. NCR will combine Netkey's software platform with its own technologies to provide a best-in-class enterprise solution, which includes software applications, one of the broadest hardware portfolios in the industry, and a suite of services. NCR will continue to provide multivendor hardware support with the Netkey solution.

Headquartered in East Haven, Conn., Netkey has over 75,000 kiosks and digital signs installed by more than 400 clients in the retail, finance, transportation, and government sectors. Many of these customers also use NCR's kiosk, self-checkout or point-of-sale solutions.

"This acquisition makes perfect sense from a customer perspective," said Jenny Hinsman, vice president of kiosk solutions for Pitney Bowes. "We use Netkey's application on NCR's hardware for our Mail & Go Shipping kiosk. We now have one point of contact and, more importantly, are dealing with one company that is now even better positioned to lead the advance and growth of the self-service industry."

Netkey will provide NCR with a robust digital signage application that is built on the same platform as Netkey's kiosk applications, making NCR's solutions faster to deploy and easier to support.

"Consumers increasingly expect to interact with companies when and how they wish, and businesses are responding by offering their customers a seamless experience across the channel of their choice," said Mike Webster, vice president and general manager for NCR's retail line of business. "This acquisition will enable NCR to help its customers across multiple industries with kiosk and digital signage solutions that deliver more effective transactions, promotions and information as part of a merged channel strategy."

"In doing so, NCR will take a best-in-class solution, combine it with best-in-class hardware and services, and deliver compelling competitive advantage, ultimately on a global basis."

Our approach is an example of NCR executing its software-driven, hardware-enabled and services-led corporate strategy."

### 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 Duluth, Georgia.

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, in particular the current global credit crisis, could impact the ability of our customers to make capital expenditures, thereby affecting their ability to purchase our products, and consolidation in the financial services sector could impact our business by reducing our customer base; 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.

Source: NCR Corporation

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