



Hot Topic Implements NCR Netkey

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Self-Service Kiosk and Digital Signage Applications Enhance Customer Choice, Help Retailer Drive Digital Strategy

DULUTH, Ga., Jan 11, 2010 (BUSINESS WIRE) -- NCR Corporation (NYSE: NCR) today announced that Hot Topic, Inc. (NASDAQ: HOTT), a mall and Web-based specialty retailer of apparel and accessories, has implemented NCR Netkey self-service kiosk and digital signage applications. The NCR Netkey solution is a core part of the retailer's digital strategy, including in-store self-service kiosks, e-commerce and Hot Topic's new HT+1 customer loyalty program, which was launched in Nov. 2009.

Approximately 1,500 NCR Netkey self-service kiosks and digital signs are now in use in Hot Topic's retail stores. Hot Topic's customers can use the self-service kiosks to conveniently listen to music, sign up for their HT+1 loyalty program and also check their loyalty status. The next phase of the rollout, slated for early 2010, will allow guests to shop for items on hottopic.com and have them shipped to the store or to their residence. It will also allow for the download and purchase of music. Digital signs are prominently placed in the front of the stores, primarily focused on cross-promotional merchandising. For example, Hot Topic can play movie trailers or music videos that are associated with its licensed merchandise.

The NCR Netkey enterprise software platform uses a proven scalable architecture that enables fast and flexible development of applications for kiosk and digital signage-based solutions. Self-service applications such as Endless Aisle, Guided Selling, Human Resources and Gift Registry help businesses increase sales, enhance the customer experience and improve communications with both consumers and employees.

"Consumers want more convenience and more options in their shopping experience," said Dusty Lutz, general manager, NCR Netkey. "By delivering a fully integrated self-service platform that unifies point-of-sale, e-commerce and customer loyalty, retailers can establish new revenue channels, reduce sales lost due to out-of-stock inventory, build affinity for their brands and keep customers engaged."

About Hot Topic Inc.

Hot Topic, Inc. is a mall and web based specialty retailer operating the Hot Topic concept, as well as the e-space music discovery concept, ShockHound. Hot Topic offers music/pop culture-licensed and music/pop culture-influenced apparel, accessories, music and gift items for young men and women principally between the ages of 12 and 22. ShockHound (www.shockhound.com) is a one-stop, genre-spanning music website where people of all ages can purchase MP3s and music merchandise, share their music interests, and read music news and editorial content. As of December 10, 2009, the company operated 681 Hot Topic stores in all 50 states and Puerto Rico and Internet stores www.hottopic.com and www.shockhound.com.

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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