



## **NCR Unveils World's First Hybrid Laser and Imaging Bi-Optic Scanner at NRF 2011**

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**Breakthrough innovation enables retailers to merge physical and digital marketing channels and offer customers an enhanced shopping experience**

DULUTH, Ga., Jan 11, 2011 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) today announced that it will demonstrate the world's first hybrid laser and imaging technology bi-optic scanner at the National Retail Federation's BIG Show in New York City at booth #1903.

Now available on the NCR RealPOS(TM) High Performance Bi-Optic Scanner, this innovative technology provides a single interaction point to scan both 2D bar codes on mobile devices and drivers' licenses, and traditional bar codes on product labels. Available for both self and assisted-service checkout, this capability can help retailers make checkout simpler and even more convenient to use. Retailers will reduce capital expenditures and maintenance costs, as they no longer need to purchase and support separate imaging hardware or hand-held scanners.

Marketers can now deliver opt-in promotions and extend loyalty programs to shoppers on their mobile device, with the convenience of redeeming those mobile offers at the self-checkout. This mobile integration brings more flexible options, enhanced personalization and greater overall capability to [NCR SelfServ\(TM\) Checkout](#), helping retailers offer an enhanced shopping experience, converged across channels.

"Today's consumers are on-the-go and mobile devices are an essential part of their daily lives," said Rick Chavie, vice president of retail marketing, NCR Corporation. "The innovations enabled by this unique hybrid scanner are another example of NCR's work to help retailers break silos between physical and digital channels and deliver the relevant and highly personalized offers that consumers prefer."

This need for retailers to adapt to the changing consumer is reinforced by a November 2010 report from industry analyst firm IDC Retail Insights that states, "more than one third of smartphone-carrying consumers (who represent 24 percent of all U.S. consumers) are ready to use their mobile devices in ways that transform how they shop everywhere and, in particular, how they shop in retail stores." The same report also predicted that mobile shopping warriors and wannabes, the vanguard adopting mobile commerce, will account for 28 percent of 2010 holiday spending.

The new imager feature is simple and easy for retailers to install through a fast retrofit to existing NCR RealPOS High Performance Bi-Optic Scanners, class 7878.

The NCR RealPOS High Performance Bi-Optic Scanner is part of the [NCR c-tailing\(TM\) solutions](#), a set of technology and services that enable retailers to offer consumers greater personalization and consistency across channels, such as the Internet, mobile devices, social media and in the store. These converged retailing solutions enable retailers to differentiate themselves, lower operating costs and attract today's empowered and elusive consumer. Additional information on the NCR c-tailing solutions can be found at: <http://www.ncr.com/c-tailing>.

### **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.

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NCR Corporation  
Cameron Smith, 770-623-7998  
[cameron.smith@ncr.com](mailto:cameron.smith@ncr.com)