



NCR Unveils Cloud-Based Point of Sale for Independent Retailers at NRF 2012

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Solution Gives Specialty Retailers and Service Providers Affordable POS Terminal and Mobile Technology for Multi-Channel “Sell Anywhere” Capability

DULUTH, Ga.--(BUSINESS WIRE)--Jan. 16, 2012-- [NCR Corporation](#) (NYSE: NCR) today unveiled the first cloud-based point-of-sale (POS) software platform that enables independent retailers to manage transactions, track sales and inventory, process credit cards and market to customers on both POS touchscreen terminals and Apple mobile devices. Built specifically for entrepreneurial brick and mortar retailers and product and service providers without a traditional storefront, this solution is expected to be widely available in early spring.

Retailers will be able to download the application directly from Apple iTunes to an iPad, iPod Touch and iPhone, or leverage a pre-configured NCR POS terminal, using a self-configured, easy registration and implementation process. An optional integrated barcode scanner and a magnetic stripe reader that enables secure, integrated credit card processing with end-to-end encryption can also be added to the Apple device. This enables merchants to seamlessly manage customer transactions and data in their stores, near their store and at any other location where their customers might interact.

“This new solution makes big-box retail technology accessible for all and enables merchants to focus on their business, not on managing technology,” said Christian Nahas, vice president of specialty retail, NCR Retail. “We are passionate about helping small businesses run and scale their business, connect with customers across channels and sell anywhere. We are actively talking to all types of organizations who sell to small businesses and the feedback has been overwhelming; they can’t wait to take this product to their customers.”

The software platform enables businesses to combine point-of-sale devices as well as to access their data and configure their system in the cloud, while also providing the ability to track customer history and run email marketing campaigns from anywhere.

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, hospitality, entertainment, gaming, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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Source: NCR Corporation

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