



Formosa Supermarket Selects NCR Technology to Improve Customer Experience

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NCR hardware solution helps reduce the time in checkout lines by more than half

SÃO PAULO--(BUSINESS WIRE)--Aug. 25, 2014-- NCR Corporation, the global leader in consumer transaction technologies, today announced that Formosa Supermarket, one of the biggest and most modern supermarket chains in Brazil, chose an NCR hardware solution to expedite service in its stores.

With three stores in Belém (Pará, Brazil), Formosa Supermarket enjoys some of the highest revenues per store and by checkout in Brazil. Increased store activity, combined with hot and humid weather conditions required Formosa Supermarkets to incorporate a solution that not only handled large volumes but could also stand up to the climate.

"In a competitive marketplace, we have to constantly improve the experience for our customers, giving them a reason to choose Formosa Supermarket," says Paulo Oliveira, CFO at Formosa Supermarkets. "Our new NCR technology solution helps improve the customer experience, and create greater efficiency within our stores with faster, more accurate scans that improve traffic flow."

The installation and service of the technology is being completed by [Bureau Tecnologia](#), NCR's channel partner in Belém. The point-of-sale solution includes the [NCR RealPOST™ 40](#) combined with the [NCR RealScan™](#) Bi-optic Scanner. Beyond being engineered for withstanding intense conditions and high volumes, the scanner can read barcodes on all six sides of products, even FEBRABAN codes found on invoices.

"Formosa Supermarket was experiencing delays at the point of service that were unacceptable to customers and not conducive to growing the retailer's business," says Jorge Belmar, vice president of retail for CLA and Brazil, NCR. "NCR technology enables the supermarket to better control store flows with retail-hardened equipment that will stand up to the rigors of the Brazilian climate and help provide a much better experience for shoppers."

NCR bi-optic scanners scan both 2D barcodes on mobile devices and drivers' licenses as well as traditional bar codes on product labels. NCR's innovative technology combines the best of imaging and laser scanning technologies working together to decode all symbols fast and efficiently.

About NCR Corporation

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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