



OTG and NCR Introduce Tech-enhanced Airport Shopping Experience

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NCR's streamlined self-checkout kiosk ideal fit for airport shop environment

DULUTH, Ga.--(BUSINESS WIRE)--Apr. 22, 2015-- NCR Corporation (NYSE: NCR), the global leader in consumer transaction technologies, today announced that OTG Management LLC has deployed the NCR SelfServ 90 self-checkout solution at its restaurant and retail locations within LaGuardia Airport in New York City. Additional deployments within LaGuardia, as well as in Newark Liberty International Airport, John F. Kennedy International Airport and Ronald Reagan Washington National Airport are planned for later this year.

OTG is recognized throughout the travel industry for exceptional customer focus and groundbreaking innovation. It is transforming airport environments with a focus on dining, design, technology and ease of interaction for airport travelers.

The rollout will support OTG's efforts to improve the travelers' experience as the NCR solution can be used as a free-standing self-checkout kiosk, installed on a countertop or even mounted on a wall and is ideal for 'grab-and-go' shopping.

The [NCR SelfServ 90](#) is perfect for airport retailers with many shoppers. Several factors led to OTG's adoption of the solution, including software integration, ease of use and value. When searching for a modern system, OTG looked for one that could adapt to its environment. OTG's key purpose was to reduce queues and to make it as seamless a process as possible during peak hours for passengers purchasing just a few items.

"NCR's consumer transaction technologies enable us to offer our customers more control over their experience," said OTG CEO Rick Blatstein. "We continue to introduce technologies that our customers are familiar with, such as self-checkout and mobile payment options like Apple Pay, which allow our crew members to spend more time on hospitality."

In addition to improving the shopping experience, OTG also selected the NCR solution because of its user-friendly interface. This makes it easy for travelers to use the solution with minimal or no instruction which enables the platform to deliver instant value to OTG.

"Travelers have embraced the NCR SelfServ 90 solution because of its ability to speed up checkout time," said Lee. "While some technology is complicated and tedious to deploy, NCR has worked with us from day one to ensure we gain instant, maximum value from our investment."

In a recent [study](#) of consumers in nine countries, 90 percent revealed they use self-checkout technology. When asked what they liked about self-checkout, consumer's top three responses were convenience (42 percent), ease of use (40 percent) and the speed of checkout technology in comparison to the cashier assisted line (39 percent).

"Consumers are increasingly influenced by a great shopping experience, and this is especially important in an airport where time is especially precious," said Dennis Davidson, vice president of Travel, NCR Corporation. "NCR has enabled OTG to deliver an innovative shopping experience that will serve travelers well for years to come."

About OTG Management

OTG is an award-winning company, elevating the airport experience with enhanced dining, design and technology in more than 300 restaurants and retail concepts in 11 airports across North America. OTG has been recognized throughout the industry for its exceptional customer focus and groundbreaking innovation. In 2014, it ranked among the World's 50 Most Innovative Companies in Fast Company Magazine.

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 nearly 550 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. The company encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.

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