



Italian Supermarket Iper Creates an Engaging Shopping Experience with NCR

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Modern design, intuitive interface and superior performance of NCR hardware and software solutions enable Iper to open in 'Il Centro', one of the largest shopping centers in Europe

MILAN--(BUSINESS WIRE)--Jun. 20, 2016-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced that Iper, La grande I, has adopted the latest generation of NCR Retail solutions at its new Italian store in Milan. Thanks to the advanced NCR hardware and software solutions, Iper customers can enjoy a more pleasant, engaging and time effective shopping experience.

The 9,000 square meters of the Iper hypermarket, located in "Il Centro" in Arese, Milan one of the largest shopping centers in Europe, recently opened to the public. It has been designed by Michele De Lucchi, the leading architect of the Expo Milan, to provide a unique food shopping experience in Italy by offering extraordinary quality in a totally new environment tailored carefully to today's consumer needs and expectations.

This modern store is equipped with a range of NCR hardware and software that automates the checkout services, offering customers the choice of self-service or assisted checkout in a simple and fast way. Specifically, Iper has selected the NCR RealPOS XR7 systems to provide its cashiers with an innovative workstation that combines ergonomics, aesthetics and operational efficiency. The NCR RealPOS XR7 stands out with its modern "all-in-one" design incorporated in a capacitive 15" touch screen, ideal to host the touch-based user interface of the NCR Advanced Retail Solution application.

Iper also offers a number of self-checkout options for customers, such as the NCR Fastlane Self-Serv Checkout solution where customers scan their purchase and pay with cash or other payment options. In addition, the hypermarket uses the smaller NCR Self-Serv 90 for two types of transactions. The first is a self-checkout with fast and efficient electronic payment options only where customers scan the content of their shopping cart at the checkout. The second is an electronic pay station at which customers simply pay for the items that they have scanned with a handheld device when putting it in their basket or cart.

Iper staffs the self-service checkout areas in order to support customers with questions or additional needs. In total, the hypermarket checkout consists of 18 self-service payment locations and 28 assisted lanes, to offer the best combination of checkout services, minimizing queues.

"Thanks to NCR's cutting-edge and easy-to-use solutions, we are always able to offer our customers an attractive shopping experience, suited for all types of consumers," said Valerio Cortese, Information Systems Director of Iper. "Iper Arese is an example of our strategic evolution in retail, and for this reason we need innovative and trusted partners such as NCR, who understand our technological needs for each consumer touchpoint."

All checkout lanes are equipped with the full imaging bioptic NCR RealScan 7879 scanners that are able to read any kind of bar code quickly and accurately. The assisted lanes also include a "remote" imager, integrated in the mount bracket of the card terminal. In the future, it will allow consumers to use their smartphones, for example, to present their loyalty card and coupon barcodes directly on the screen of their phone, as well as for mobile payments.

"Working with Iper Arese on this project has been a great and successful experience for NCR. We combined the most appropriate solutions in our NCR portfolio, enabling Iper to offer this unique shopping experience," said Tatiana Corà, Area Sales Leader Retail, NCR Corporation. "NCR continues to accompany Iper in its innovation process, selecting the most advanced technologies and solutions for a convenient, easy-to-use, fast and convenient checkout experience."

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 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.

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