



## **Dutch Retail Chain to Install NCR Electronic Shelf Label Solution; NCR Reseller KAS Wins NCR RealPrice Order From Jumbo Supermarkets**

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AMSTERDAM, Netherlands, May 15, 2002 (BUSINESS WIRE) -- NCR Corporation (NYSE:NCR) today announced that Jumbo Supermarkets, a leading Dutch food retailer, has signed an order for NCR RealPrice(TM) electronic shelf labels (ESLs).

KAS b.v., an NCR authorized reseller based in Amersfoort, secured the sale and will manage installation. Jumbo will initially roll out the NCR RealPrice solution to 15 of its 60 stores, installing approximately 12,000 ESL tags in each site over the next 18 months.

ESLs are digital tags that can be attached to shelves or other store fixtures, where they display pricing and other information in large, clear characters. The wireless NCR RealPrice ESL solution is linked to the same computer file used by the store's point-of-sale system, so shoppers are assured that when their purchases are scanned at checkout, the price will match the price in the aisle.

KAS markets and installs leading edge technology solutions to retailers throughout the Netherlands.

"The relationship between KAS and NCR spans more than two decades," said Gerard Pruijn, KAS commercial director. "We're proud to be the first NCR authorized reseller certified to offer, install and service the NCR RealPrice solution in the Benelux region."

Jumbo is among the fastest-growing family-owned supermarket chains in the Netherlands.

"ESLs are a strategic investment that we believe offer a quick pay back," said Jumbo Supermarkets owner and Managing Director Frits van Eerd. "In addition to delighting our customers, this technology holds significant potential for improving our efficiency and marketing effectiveness. Our goal is to install NCR RealPrice in all of our stores over time."

Because the NCR RealPrice solution is completely wireless from ceiling to shelf, it is easy to install, and store layout changes and resets can be made with minimal disruption to operations. Price changes can be implemented with a few computer keystrokes, enabling stores to effectively implement price optimization programs while saving the time and the expense of replacing paper labels. In addition, NCR's labels can display promotional information for customers or product inventory information for store employees.

The first company to offer a wireless system, NCR is a global leader in ESL technology, with nearly 1.5 million tags installed or on order at more than 160 sites in 11 countries.

### **About NCR Corporation**

NCR Corporation (NYSE:NCR) is a leader in providing Relationship Technology(TM) solutions to customers worldwide in the retail, financial, communications, manufacturing, travel and transportation, and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata(R) warehouses and customer relationship management (CRM) applications, store automation and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long-established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 30,300 in more than 100 countries, and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at [www.ncr.com](http://www.ncr.com).

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