



New Moscow Department Store Features NCR Electronic Shelf Labels and POS Technology

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Marktkauf site is world's largest single-store installation
of NCR RealPrice(TM) ESLs

One of Moscow's newest shopping venues, a large Marktkauf department store, has deployed store automation technology from NCR Corporation (NYSE:NCR), including electronic shelf labels and checkout systems.

The nearly 56,000-square-foot store, opened in February by Germany's AVA AG, offers a wide range of general merchandise and groceries and includes a garden center.

"Our mission was to give our customers an unsurpassed shopping experience," said Hermann Spielberger, managing director of Marktkauf Rus. "NCR's state-of-the-art technology makes our Marktkauf a place where people like to shop and work."

Throughout the store, prices are displayed on some 60,000 NCR RealPrice(TM) electronic shelf labels (ESLs), making Marktkauf the largest single-store ESL installation worldwide. The store's two checkout areas feature more than 60 workstations with NCR RealPOS(TM) terminals and NCR RealScan(TM) bi-optic scanners.

NCR also provided project management services for the complete solution.

"AVA chose NCR products to give them an advantage in the increasingly competitive retail environment," said Alberto Camuri, vice president, Europe, Middle East and Africa for NCR's Retail Solutions Division. "Their decision also reflects NCR's unmatched experience and ability to provide one-stop solution implementation."

About NCR Corporation

NCR Corporation (NYSE:NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's ATMs, retail systems, Teradata(R) data warehouses and IT services provide Relationship Technology(TM) solutions that maximize the value of customer interactions. Based in Dayton, Ohio, NCR (www.ncr.com) employs approximately 29,600 people worldwide.

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