



NCR RFID Solution Tracks "Nick on the Go" Media Players Rented to Hertz Customers

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CR Media Turns to NCR for Turnkey Package Deployed to First 21
Sites in Six Days

ORLANDO, Fla.--(BUSINESS WIRE)--March 4, 2008--A radio frequency identification (RFID) solution from NCR Corporation (NYSE: NCR) is helping entertainment logistics firm CR Media keep track of the travel industry's first fully portable, pre-loaded video entertainment players.

Nickelodeon and The Hertz Corporation first introduced "Nick on the Go" video entertainment players to Hertz customers in late 2007. Preloaded with more than 40 hours of programming from Nickelodeon and Nick Jr., the units are designed especially for kids and can be used while in the car, at the pool or wherever travel time takes them.

A breakthrough travel amenity for families, the compact units also posed a potential asset-management dilemma for CR Media, which owns and manages the players.

CR Media turned to NCR for a turnkey RFID solution built on the NCR TransitionWorks software platform with active RFID tags and readers from RF Code. The NCR Asset Visibility solution enables CR Media to monitor all 'Nick on the Go' media players through the Internet - with no effort required on the part of Hertz personnel.

Initially installed by NCR at 21 Hertz locations in just six days, the package is currently deployed at more than 40 leisure travel airport sites across the United States, with several thousand media players available for rental.

"NCR Asset Visibility enables us to track our inventory in real time at every location simultaneously," said CR Media President and Chief Executive Officer Joshua Wallack. "The data updates every five seconds and provides accurate reporting. We rely on the system to track the players from anywhere. Many times we are not physically at locations where valuable inventory is stored, but we always have our eyes on it."

The NCR solution includes an active RFID tag integrated in the sturdy case of every media player. A fixed-position RFID interrogator, installed in the storage room or closet where the units are kept at each Hertz location, alerts the system as each unit is removed or returned. The NCR software provides a Web interface allowing appropriate CR Media personnel to monitor the available inventory at a glance, as well as access further details for each individual location. CR Media is considering future enhancements to the solution, including additional device status indicators such as returned by customer, inspection/preparation, or out for repair.

"The NCR TransitionWorks software platform is backed by NCR's years of experience and deep expertise in providing self-service technology designed for consumer ease of use and maximum return on investment," said NCR Vice President and General Manager for AIDC Solutions Donna A. Wright. "NCR Asset Visibility, which is just one of the turnkey AIDC solutions built on NCR TransitionWorks, can be deployed in virtually any rental retail operator venue, whether the equipment is on consignment or owned by the retailer."

About CR Media

CR Media (www.crmediacorp.com) is an entertainment logistics company that owns and manages The Hertz Corporation's fleet of Nickelodeon branded "Nick on the Go" media players. Headquartered in Miami, the company provides equipment, training, content and turnkey logistics for its partners in the travel and recreation sectors.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, gaming and public sector organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Dayton, Ohio.

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Nickelodeon is a trademark of Viacom Inc.

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