



NCR Netkey Introduces Digital Signage SmartStart Program

January 11, 2010 at 8:38 AM EST

Special Promotion Helps Companies Develop and Quickly Implement Effective and Economical Digital Signage Strategies

DULUTH, Ga., Jan 11, 2010 (BUSINESS WIRE) -- NCR Corporation (NYSE: NCR) today announced the NCR Netkey Digital Signage SmartStart program, a special promotion that will help businesses identify ways in which they can benefit from digital signage and quickly install it in their stores or facilities.

"Forward-looking companies are using digital signage to help make the customer experience more enjoyable, convenient and relevant," said Dusty Lutz, general manager, NCR Netkey. "These applications and concepts can bring information and access closer to the customer, but knowing where to start can be a challenge for many businesses. We look forward to helping companies create digital promotional, branding and multichannel merchandising programs through this special promotion."

Available through March 31, 2010 the promotion includes an on-site business discovery session, where NCR Netkey domain experts will provide an introduction to digital signage, review scenarios to create new revenue streams or improve operating efficiency and develop business requirements and metrics for success. NCR Netkey will also create a customized digital signage application to pilot and host the application on its secure servers at no additional charge for six months.

Digital signage is a highly effective way for companies to present tailored messaging to customers when and where it will make the most impact. The ability to quickly change content and stream information in real-time can help businesses increase revenue, implement more effective cross-merchandising programs and improve the experience they provide customers.

NCR Netkey has one of the largest in-production and installed digital signage customer bases in the industry. It is proven to be effective and scalable from small installations of just a few dozen screens up to the largest installations with thousands of screens. More than one million people see a sign powered by NCR Netkey each day.

The NCR Netkey Digital Signage SmartStart program is available throughout North America, terms and conditions apply. Additional information is available online at the following link: <http://bit.ly/4ypuYI>.

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, entertainment, gaming and public sector organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

NCR is a trademark of NCR Corporation in the United States and other countries.

SOURCE: NCR Corporation

News Media:

NCR Corporation
Cameron Smith, 770-623-7998
cameron.smith@ncr.com