



NCR Travel Marketplace Debuts at Passenger Terminal Expo

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By combining travel expertise in self-service and retail technology solution leadership, NCR enables airlines and airports to drive more ancillary and non-aero revenues

BARCELONA--(BUSINESS WIRE)--Mar. 24, 2014-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, is showcasing technology solutions designed to improve the travel experience by making it easier for travel providers to sell and passengers to buy. These solutions are on display at the Passenger Terminal Expo Show, the world's biggest airport exhibition and conference, March 25-27 in Barcelona.

As the expectation grows among travelers for a seamless digital experience, so does the opportunity to drive ancillary and incremental sales. Airlines and airports are turning their sights from the travel industry to the world's leading retailers for direction on how to maximize this opportunity by engaging buyers at the right place and time.

NCR, a leader in travel self-service and retail, is showcasing solutions that help facilitate the evolution from filling seats to connecting with passengers throughout the journey, including:

- The NCR Travel Marketplace, a comprehensive self-service merchandising solution designed to help customers sell, attract and promote offers to passengers.
- NCR mobile solutions that incorporate dynamic content and an advertising platform to engage customers by delivering offers at the right time and place.
- NCR Wayfinding solutions that integrate with passenger info to drive retail and concession traffic.

"More than half the customers we [surveyed](#) around the world said they'd be willing to give personal information in exchange for better targeted offers when they are at airports." says Tyler Craig, vice president and general manager, NCR Travel. "We believe airports and airlines alike can cultivate more revenues by strategically engaging the traveler in how and when they choose to buy."

To learn more about the solutions NCR has on display at PTE, visit our [show site](#) or come by our booth #1636.

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 485 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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