



Marcus Theatres® Uses Full Suite of NCR Cinema Software to Enhance Customer Experience

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Global technology leader provides leading-edge cinema operator with mobile and cloud-based solutions

DULUTH, Ga.--(BUSINESS WIRE)--Mar. 24, 2014-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, today announced that Marcus Theatres®, a division of The Marcus Corporation (NYSE:MCS), has now deployed NCR's full suite of cinema and restaurant solutions to improve its business operations and enhance its customers' movie experience. Marcus Theatres has been a long-time customer, using NCR's mobile and fixed point-of-sale (POS) systems, indoor kiosks, takeout and delivery software and NCR MovieTime mobile application.

Marcus Theatres is using the full suite of NCR solutions, including NCR's Aloha takeout software to support its growing pizza takeout and delivery business. This was a 'found' business resulting from movie patrons asking for a pizza 'to-go' after watching a movie. Marcus Theatres was able to take advantage of the NCR Aloha solution and capitalize on its restaurant functionality to bring in the revenue.

"At Marcus Theatres, we believe technology can't replace personal service, but it certainly can enhance it. Throughout our relationship with NCR, the company has delivered considerable value. We take a data-driven approach to our business and NCR's software and solutions provide smart, actionable results that translate right into bottom-line savings," said Rolando Rodriguez, president and chief executive officer of Marcus Theatres.

Additionally, Marcus Theatres will be amongst the first to integrate Movio's best-in-class data analytics and campaign management platform into NCR's cinema POS technology. This will allow Marcus Theatres to make better marketing decisions by providing deep insights into the company's movie-going customers' preferences, attendance habits, demographic composition, and as a result increasing marketing campaign effectiveness by tailoring offers to the targeted audience.

"Our goal is to support Marcus Theatres' vision to create magical movie memories and exceed guest expectations in everything the company does," said Brian Whitney, managing director, Cinema, NCR Corporation. "For 17 years, our cinema solutions have enabled Marcus Theatres to build a better, more connected relationship with its customers by offering an exceptional user experience."

About Marcus Theatres

[Marcus Theatres®](#), a division of [The Marcus Corporation](#) (NYSE:MCS), is the fifth largest theatre circuit in the United States and currently owns or operates 685 screens at 55 locations in Wisconsin, Illinois, Iowa, Minnesota, Nebraska, North Dakota and Ohio. For more information, please visit www.marcustheatres.com and follow the company on [Facebook](#) and [Twitter](#) (@Marcus_Theatres).

About The Marcus Corporation

Headquartered in Milwaukee, Wisconsin, [The Marcus Corporation](#) is a leader in the lodging and entertainment industries, with significant company-owned real estate assets. In addition to its [Marcus Theatres](#) division, the company's lodging division, [Marcus@Hotels & Resorts](#), owns and/or manages 18 hotels, resorts and other properties in 11 states. For more information, visit the company's website at www.marcuscorp.com.

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 retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

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

Web sites: www.ncr.com, www.ncrsilver.com

Twitter: [@NCRCorporation](#)

Facebook: www.facebook.com/ncrcorp

LinkedIn: www.linkedin.com/company/ncr-corporation

YouTube: www.youtube.com/user/ncrcorporation

About Movio

Movio (www.movio.co) is the global leader in marketing data, analysis, insights and campaign creation and management for theatrical exhibitors and distributors. Working with cinema exhibitors and distributors in six regions worldwide, Movio maintains real-time, authoritative data on the loyalty activity and transactions of over 26 million customers.

Web sites: www.movio.co

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Source: NCR Corporation

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