

# NCR V O YIX

## Rainbow Department Store Selects NCR Technology for Self-Checkout Deployment

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*Self-checkout solution brings a new checkout experience to customers of the Chinese department store chain at the Rainbow Shopping Mall in Hangzhou*

SHANGHAI--(BUSINESS WIRE)--May 28, 2014-- [NCR Corporation](#), the global leader in consumer transaction technologies, today announced that it has won a self-checkout pilot project from [Rainbow Department Store](#). After an initial test phase, the self-checkout solution will be available at the newly opened Hangzhou Rainbow Shopping Mall by the middle of this year.

One of the "Top 100 Chain Retailers of China" for many years, Rainbow Department Store is dedicated to 'sharing the beauty of life' with all customers. In kicking off the self-checkout pilot project, Rainbow Department Store intends to create a faster and more convenient checkout option for its shoppers through the use of advanced technology.

NCR's self-checkout solution gives shoppers the option of scanning, bagging and paying for purchases themselves, at their own pace. The solution's user-friendly interface and touchscreen intelligently guide shoppers through the checkout process with animated demonstrations – making the transactions fast and simple.

"Retailers around the world are placing more power into the hands of shoppers to create a more satisfying experience," says Gerald Huang, general manager for Greater China, NCR Retail. "Our own research shows that self-checkout solutions can reduce wait times by as much as 40 percent while nearly two thirds of shoppers say stores that offer the option of self-checkout provide better customer service."

NCR is the [world's largest supplier of self-checkout technology](#), according to strategic research and consulting firm RBR. According to RBR's research, NCR is the leader in self-checkout shipments with a total of 70 percent share.

### 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. The company encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.

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