



Bojangles'® Selects NCR Vitalcast™ Digital Signage

December 19, 2016 at 8:00 AM EST

State-of-the-art digital signage solution is part of the brands strategy to enhance the consumer experience in its restaurants

DULUTH, Ga.--(BUSINESS WIRE)--Dec. 19, 2016-- [NCR Corporation](#) (NYSE: NCR), a global leader in omni-channel solutions, announced today that Bojangles', Inc., a Southeastern regional restaurant chain, is deploying a high-definition NCR Vitalcast™ digital signage solution as a new unit standard at its company-owned locations. Bojangles' will leverage the state-of-the-art digital signage solution to bring its popular food and beverages to life with visually compelling animations and messaging similar to the brand's iconic advertising. The NCR Vitalcast digital signage is currently installed in approximately 25 Bojangles' restaurants with additional restaurants anticipated to install in 2017.

The easy-to-use digital signage solution will provide Bojangles' restaurants the opportunity to showcase a wider variety of food and beverages with high resolution product shots and video to enhance the overall guest experience. The digital signage solution will also make it easier and cost effective to update information in real-time, feature new and limited time products, and display nutritional information.

"We are delighted to partner with NCR to include this digital signage solution in our company-operated restaurants," said Randy Poindexter, senior vice president of marketing for Bojangles'. "Enhancing the guest experience is a pillar of our corporate strategy, and as we will soon unveil our new restaurant concept, innovative technology like this is an important part of that strategy."

Vitalcast features provide greater flexibility to promote specific menu items during different day parts, localize content and add regional menu item variances. In addition to providing the Vitalcast software, NCR is supporting the installation with content management services.

"Digital signage is quickly becoming a core component of a QSR's consumer engagement strategy," said Paul Langenbahn, president of NCR Hospitality. "Our goal is to enable brands, like Bojangles', to transform their in-store customer experience to better connect with today's consumer."

About Bojangles', Inc.

Bojangles', Inc. is a highly differentiated and growing restaurant operator and franchisor dedicated to serving customers high-quality, craveable food made from our Southern recipes. Founded in 1977 in Charlotte, N.C., Bojangles' serves menu items such as delicious, famous chicken, made-from-scratch buttermilk biscuits, flavorful fixin's and Legendary Iced Tea®. At September 25, 2016, Bojangles' had 699 system-wide restaurants, of which 301 were company-operated and 398 were franchised restaurants, primarily located in the Southeastern United States. For more information, visit www.bojangles.com or follow Bojangles' on Facebook and Twitter.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in omni-channel solutions, turning everyday interactions with businesses into exceptional experiences. With its software, hardware and portfolio of services, NCR enables more than 550 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, Ga., with over 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries. All other trademarks or registered trademarks are property of their respective owners.

NCR encourages investors to visit its website, which is updated regularly with financial and other important information about NCR.

Web site: www.ncr.com

Twitter: [@NCRCorporation](https://twitter.com/NCRCorporation)

Facebook: www.facebook.com/ncrcorp

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

YouTube: www.youtube.com/user/ncrcorporation



View source version on businesswire.com: <http://www.businesswire.com/news/home/20161219005041/en/>

Source: NCR Corporation

NCR Corporation

Tim Henschel, 770-299-5100

tim.henschel@ncr.com