



NCR Enhances Fan Experience at Newly-Opened Mercedes-Benz Stadium

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Sets a new standard for sports and entertainment venues

DULUTH, Ga.--(BUSINESS WIRE)--Sep. 15, 2017-- [NCR Corporation](#) (NYSE: NCR), a global leader in omni-channel solutions, today announced that it has successfully deployed solutions at Mercedes-Benz Stadium in Atlanta, home of the National Football League's Atlanta Falcons and Major League Soccer's Atlanta United FC. Creating a frictionless, engaging event experience that begins the moment a fan leaves their home was an important priority for AMB Sports & Entertainment (AMBSE), who operate the Atlanta Falcons, Atlanta United FC and Mercedes-Benz Stadium, and they turned to NCR for its expertise across all types of consumer touchpoints.

With the variety of sports and entertainment options that consumers have at home or at their favorite bar, it's critical that teams and venue operators find ways to revitalize the in-stadium game day experience – and many are doing so through the use of technology. From empowering fans to order from their seats or quickly get cash at an ATM to creating the ultimate in-suite service for those special occasions, NCR enables an omni-channel fan experience.

NCR's expertise in transforming the fan experience at major global sporting venues such as SunTrust Park in Atlanta, Royal Arena in Copenhagen and FedExField in Landover, Maryland, will help AMBSE define and create a unique, engaging environment for visitors of the new stadium.

"NCR's solutions put Mercedes-Benz Stadium at the forefront of venue technology by providing amazing flexibility, control and connectivity," said Jared Miller, chief digital officer and senior vice president, analytics and technology, AMBSE. "By partnering with NCR, we will ensure our fans and guests will have an unparalleled interactive and engaging experience, helping to make Mercedes-Benz stadium the marquee sports and entertainment venue globally."

"Today's fans expect easy-to-use, reliable technology that increases the speed of service and enhances their in-stadium experience. With Atlanta's new Mercedes-Benz Stadium, we delivered on this," said Don Zimmerman, general manager & vice president Hospitality, NCR Corporation. "NCR is helping AMBSE to reinvent the fan experience, while allowing fans to stay closer to what's happening on the field."

Supporting the local community

As part of a unique partnership with AMBSE, the NCR Foundation will continue to support local nonprofits in the Westside neighborhoods surrounding the stadium, including The Boys & Girls Club and The Hollis Innovation Academy. By organizing volunteer events, NCR will help nonprofits build capacity and strengthen capabilities to better serve the Westside communities.

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 nearly 700 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. NCR encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.

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