

NCR VOYIX

NCR to Showcase Transformative Hospitality Software Solutions at the 2018 National Restaurant Association Tradeshow in Chicago

May 16, 2018 at 8:00 AM EDT

Global technology company to demonstrate how restaurants can bridge the gap between physical and digital channels to improve the dining experience

ATLANTA--(BUSINESS WIRE)--May 16, 2018-- [NCR Corporation](#) (NYSE: NCR) announced today that its software solutions designed to improve restaurant operations across physical and digital channels, will be showcased at the National Restaurant Association (NRA) Show in Chicago from May 19 – 22 in booth #6228. Attendees will have the opportunity to see how NCR's restaurant solutions can manage their business by providing data to help move them from transactions to interactions that matter.

This year at NRA, NCR will take booth attendees on a "journey" that follows in the footsteps of a millennial as she orders food on-the-go. By taking attendees on this customer experience, we'll help them reimagine consumer engagement in a landscape where physical and digital channels demonstrate a long-term business vision and strategy.

"The hospitality industry is undergoing a radical transformation where physical and digital connections are colliding. At the same time, the expectations of patrons are becoming increasingly diverse. To survive in this dynamic environment, restaurant and foodservice professionals must remove complexities and make the process of catering to the needs of their customers both in and outside of their establishments go more smoothly and securely," said Don Zimmerman, General Manager of the Hospitality Solutions Group at NCR. "The user journey demonstrates our approach and commitment to simplify the technology solution for restaurants."

Booth technologies and solutions range from quick-service and table service platform-of-sale (POS) systems to the latest digital signage used to engage consumers with omni-channel experiences, including consumer self-ordering solutions, back office solutions, and payment solutions.

"At NCR, we recognize the restaurant industry's craving for imminent, flexible solutions that make their operations more efficient. Through our own transformation, we are at the forefront of the industry transformation, and we are keen to show our industry partners how by implementing the right technology that connects and simplifies their business processes, they can focus on their true passion of meeting the tastes and expectations of their guests," said Zimmerman.

Sunday Tech Talk: 86-ing the Complexity of Modern Restaurants

In addition to NCR's presence on the convention hall floor, NCR will host John Rosanova of Chicago-based Four Corners Tavern Group for a 30-minute Tech Talk entitled, "86-ing the Complexity of Modern Restaurants." NCR's Senior Director of Omni-Channel Solutions, Jon Lawrence will guide the discussion, touching on the opportunities and challenges facing today's restaurateurs; best practices for implementing flexible best-of-breed technologies in an increasingly complex environment; and ways that restaurants can think differently to create memorable guest experiences while simplifying their back-end processes. The talk will take place at the Innovation Theatre in Booth #5575 in the North Hall on Sunday, May 20 at 2:30 p.m. CT.

NCR Technology in use at the Rational USA "Restaurant"

The NCR Aloha Mobile software running on NCR Orderman7 handheld devices will be in use at the Rational USA booth, #3441. Rational USA, a manufacturer of high-end cooking equipment will have a small restaurant in their 50' x 50' booth in the South Hall. The restaurant will have a café, offering a small menu with seating every 30 minutes for the duration of the show. Servers in the restaurant will be using NCR's mobile POS devices to take orders at the table, routing them directly into the kitchen.

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 financial, retail, hospitality, travel, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier. NCR is headquartered in Atlanta, Ga., with about 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 website which is updated regularly with financial and other important information about NCR.

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NCR Corporation
Tim Henschel, 770-299-5100
Tim.Henschel@ncr.com