



Dunkin' Donuts Food and Beverages Makes Everyday Easier with NCR Vitalcast™ Digital Signage

June 18, 2013 at 8:00 AM EDT

State-of-the-art digital signage solution to enhance the in-store experience for Dunkin' Donuts guests

DULUTH, Ga.--(BUSINESS WIRE)--Jun. 18, 2013-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that Dunkin' Donuts has deployed a high-definition NCR Vitalcast™ digital signage solution at locations across the United States. Dunkin' Donuts 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 has been installed in approximately 400 Dunkin' Donuts restaurants with more than 2,000 restaurants anticipated to transition from static menu boards to digital signage by year-end.

The easy-to-use digital signage solution will provide Dunkin' Donuts 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 provide a superior digital signage solution," said Scott Hudler, vice president of consumer engagement for Dunkin' Donuts. "With the ability to cost effectively update information in real-time, our new NCR Vitalcast digital signage solution will provide Dunkin' Donuts franchise owners with a number of valuable tools to enhance the guest experience."

Vitalcast features provide greater flexibility to promote specific menu items during different day parts, localize content and add regional menu item variances that are integrated with the point-of-sale (POS). In addition to providing the Vitalcast software, NCR is supporting the installation with content management services.

"Dunkin' Donuts operates one of the most respected and recognized brands in the world and they are taking an innovative approach to enhance the in-store customer experience," said Kim Eaton, senior vice president and general manager, NCR Hospitality. "We are excited to continue supporting the vision of Dunkin' Donuts and its growth plans with our innovative software and hardware solutions."

About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the hot regular/decaf/flavored coffee, iced coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for seven years running. The company has more than 10,500 restaurants in 31 countries worldwide. For the full-year 2012, Dunkin' Donuts' restaurants had global franchisee-reported sales of approximately \$6.9 billion. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit www.DunkinDonuts.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 300 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 26,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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