



NCR DIGITAL SIGNAGE SOLUTIONS

TRANSFORMING THE CUSTOMER EXPERIENCE
TO HELP DRIVE INCREMENTAL REVENUE AND
IMPROVE EFFICIENCY

For more information, visit ncr.com, or email telecom@ncr.com.



DIGITAL SIGNAGE HAS PROVEN TO IMPROVE ROI BY:

- Drawing attention to what is important to your business to help influence decisions made by consumers
- Creating sales lift by adding motion elements to attract attention to your highest margin items
- Suggesting additional items which increase the average sale amount
- Reducing printing, shipping, and labor costs related to static signage

NCR's **Vitalcast Digital Signage** could be your solution to help take your business to the next level.



EXPERIENCE A NEW WORLD OF INTERACTION

WHAT IS VITALCAST DIGITAL SIGNAGE?

The Vitalcast digital signage solution is an efficient and effective tool to communicate your marketing and advertising messages alongside television broadcasts, RSS feeds of news and stocks, employee recognition, community events and more.



CONNECT WITH YOUR CUSTOMERS

Always provide up-to-date information

While static signage is costly, time-consuming to produce, and provides one-size-fits-all messaging, **digital signage is endlessly changeable**. Vitalcast allows for sites to update information on the fly in order to always address the customer's needs. Additional communications such as FAQs, queue instructions, and even pre-defined event notifications are easy to implement.

Create instant offers to capitalize on market swings

With Vitalcast, new marketing offers can be created and deployed in just a few minutes. This allows you to quickly respond to changing market trends—and create new sources of revenue.

Inspire desired customer behaviors

Leveraging the Vitalcast platform, you can persuade customers to sign up for a discount or loyalty program, purchase more items, upgrade their current selections to higher margin offers, and influence them to return in the future.

Catch your customer's attention

Vitalcast gives you the power to captivate your customer's attention and motivate your audience with high resolution digital signage. With support for a wide array of media formats (graphics, text, videos, TV, real-time information), you can add your logo and other brand assets to create effective marketing campaigns and deliver information customers can use.

LOCALIZED CONTENT

Target local audiences

Using the Vitalcast platform, you can establish a more engaging connection with your customers through relevant localized content. Advertising can now be focused based on local news, in store product availability, and the weather. Your advertising can even be adjusted on the fly based on the current customer demographics viewing the signage.

Provide public service announcements

Increase employee and guest safety by deploying emergency alerts whenever needed.



EASY SETUP & MAINTENANCE

Deploy a world-class scalable solution

Vitalcast offers organizations the best of both worlds: a scalable platform **with local control**. Designated employees can create and manage displays for multiple sites from a single workstation.

Vitalcast offers a scalable software platform and consistent world-class installation and support services to support a broad deployment. This combination ensures maximum system availability to capitalize on the benefits of the digital engagement.

Using the NCR Vitalcast Content Manager and an Internet WAN/LAN connection you can deploy content to as many sites as desired.

Communicate across disparate systems

Vitalcast is designed to integrate with many data sources, including POS and scheduling software, thus eliminating the need for tedious data entry to prepare your digital signage displays.

By combining the built-in data structures with POS, individual location footprint, corporate marketing data feeds, and customer loyalty information, Vitalcast can act as a very powerful data aggregation tool to drive on the fly changes as part of a broader marketing campaign.

Manage an easy-to-use solution

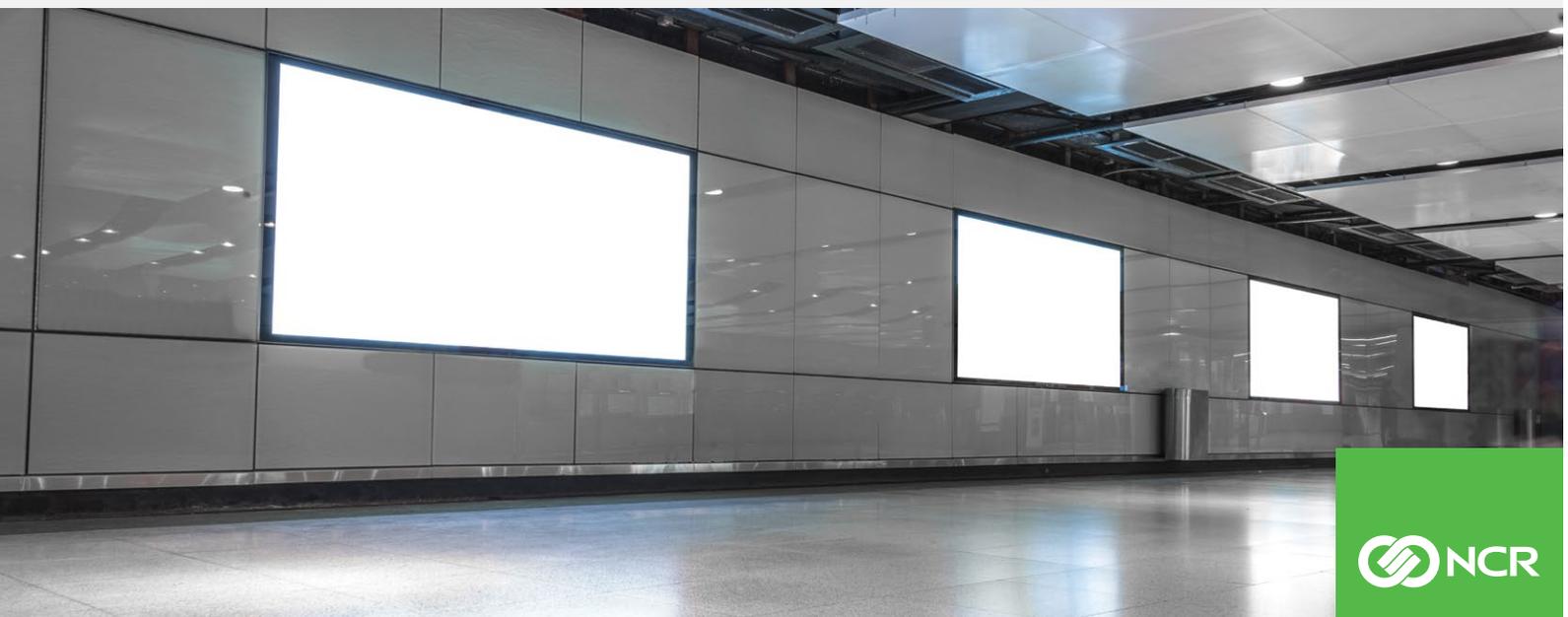
Use Vitalcast's Digital Signage and Content Manager to deliver effective content with just a few mouse clicks. Drag-and-drop interfaces make it easy to update and manage information that can be scheduled for current or future updates.

The Vitalcast solution can provide significant cost savings by reducing the labor required to create, deploy and manage new content.

Automate content

Vitalcast single wireframes or templates are populated based on individual location variables that make up a store footprint. Display content can then be routed and merged automatically to enable the management of hundreds or even thousands of locations and their digital assets with limited resources.

Utilizing various data feeds inside of the Real-time Data Binding system, updates can be highly automated to quickly change content as the underlying data changes.



VITALCAST KEY FEATURES

NCR's **Vitalcast Digital Signage Solution** is rapidly changing the way companies communicate with their customers while improving the in-store customer experience.



Provides an easy-to-use, scalable platform that can be efficiently managed by any employee



Uses NCR Vitalcast Content Manager and an Internet WAN/LAN connection to deploy content to as many sites as desired



Enables users to create and deploy new content in just a few minutes without any IT support



Can be used to manage geographically dispersed sites from a single workstation



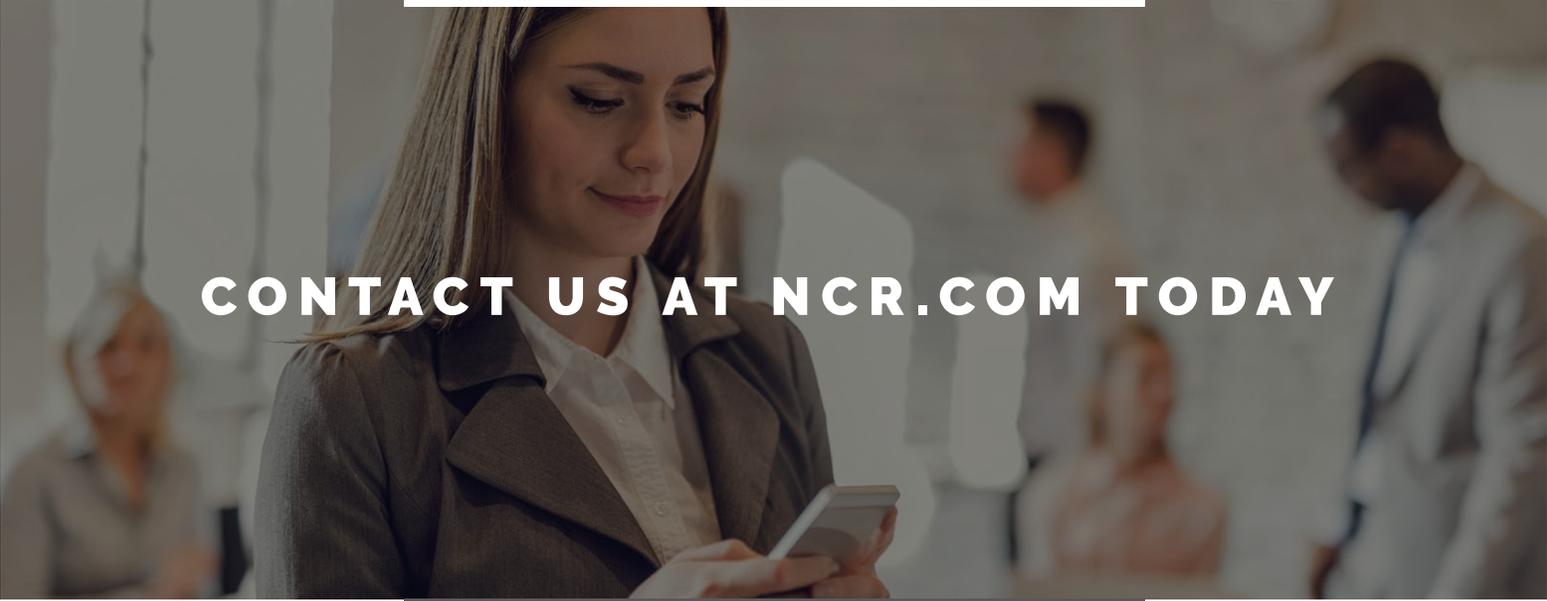
WHY NCR?

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 Atlanta, 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.



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The NCR Telecom Storefront portfolio of software, hardware, and services can help you create a next generation retail store experience. Leveraging our proven, multi-industry, holistic approach, we can analyze your store operations and technology to determine the best suite of solutions to create an engaging environment that delivers a better customer experience, increases productivity and drives more revenue.

NCR digital signage experts can help you implement a solution that transforms the way you communicate with your customers. From content creation and project management to ongoing development and support, we are here to help.

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