

I AM THE NCR INTERACTIVE SIGNAGE SOLUTION



Deliver the right message, at the right time, in the right place

Provide personalized, compelling messages to your customers at the optimal time and place.

Increase sales

Imagine increasing your revenue potential by 19%! Studies have shown that nearly one in five consumers who viewed digital signage-based advertisement made an unplanned purchase after seeing the advertisement.* Digital signs promoting complementary products and services or special promotions allow you to cross-sell and upsell products throughout your store.

Create new revenue streams

Provide an entirely new channel for your marketing and merchandising partners to reach customers. The NCR Interactive Signage solution is an ideal platform for selling advertising space, delivering promotions, or driving traffic to other related areas of your business.

*Source: Arbitron Digital Place-Based Video Study 2010

For more information,
visit us at ncr.com, or email retail@ncr.com.

Deliver real-time information

Providing shoppers with real-time information is a value-add they can appreciate, as it greatly improves their ability to make informed decisions. The dynamic nature of digital signage makes it ideal to deliver real-time information such as last-minute and limited-time promotions or in-store specials.



Why NCR?

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 485 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, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

Extend the value of customer loyalty

The NCR Interactive Signage solution can enhance your loyalty program in entirely new ways. Improve the consumer experience by providing more personalized information or promotions, or help consumers find the latest products and services that appeal to their interests.

Inform and entertain

Today more than ever, shoppers are time-starved, and they place a high value on their time. The NCR Interactive Signage solution provides an informative and entertaining diversion that reduces perceived wait times while improving the customer experience.

Key features

- Flexible digital sign layout and content scheduling, designed for the business user
- Support for a wide range of digital media and content file formats
- Ticker, crawl and really simple syndication (RSS) feed configuration and display
- Simple, template-oriented message portal supporting distributed creation of localized and custom content specific to an individual sign or group of signs
- Date and day-part scheduling to help ensure the right message is delivered at the right time
- Ability for advertising agencies or third parties to upload, manage and schedule content

NCR continually improves products as new technologies and components become available. NCR, therefore, reserves the right to change specifications without prior notice.

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