

NCR Vitalcast Digital Signage

Want to capture customer attention with dynamic digital signage?

YES

Motivate desired customer behaviour with real-time offers and information

NCR Vitalcast Digital Signage enables you to connect with customers by offering information and offers that are targeted to their needs at that moment. Organisations in a wide array of industries use our state-of-the-art, high resolution digital signage for such applications as advertising and promotions, employee communications, digital menu boards, ticketing and box office advertising, and visitor information and directions. Benefits include:

- **Creating a highly visible advertising platform that drives results**

Organisations can use NCR Vitalcast Digital Signage both indoors and outdoors to create and deploy professional advertisements that generate customer response. Available in a wide array of sizes and formats, digital signage is appropriate for almost every industry and venue.

- **Ensuring high customer awareness of your business**

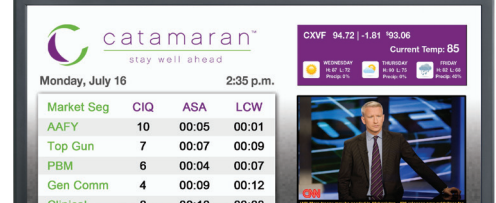
With their high quality LCD screens, digital signage is extremely colourful and memorable. Leverage its capabilities for retail, restaurants, cinema and event-based venue environments.

- **Creating instant offers to capitalise on market changes**

With NCR Vitalcast Digital Signage, new marketing offers can be created and deployed in just a few minutes. Respond to changing market trends – and create new sources of revenue.

- **Target your audiences effectively**

While static signage is costly, time-consuming to produce and provides one-size-fits-all messaging, digital signage is endlessly changeable. Create individualised site offers that meet the needs of different demographics, using test-and-learning marketing to increase sales gains.



For more information, visit www.ncr.com, email ukhospitality@ncr.com, or call us on +44 (0) 1689 868600.



Experience a new world of interaction

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- **Providing compelling content**

Digital signage works with a wide array of media formats, including graphics, text, advertising, live TV and real-time weather updates. Add your logos and visual identity to create effective marketing and information customers can use.

- **Offering valuable information**

Reduce the strain on staff by providing answers to frequently asked questions, such as directions, weather conditions or daily menus. Dayparting capabilities enable you to provide information that is relevant to customers' needs at that time of day.

- **Providing public service announcements**

Increase employee and guest safety by deploying emergency alerts whenever needed. Alerts can help direct foot traffic in large venues, such as outdoor concert venues, convention centres and theme parks, preventing accidents.

- **Managing an easy-to-use solution**

Use NCR Vitalcast Digital Signage and Content Manager to create professional content with just a few mouse clicks. Solution wizards provide drag-and-drop interfaces that make it easy to create, update and manage information.

- **Deploying a scalable solution**

NCR Vitalcast Digital Signage offers organisations the best of both worlds: a scalable platform with local control. Any employee can create and manage displays for multiple sites from a single workstation.

Key Features

- Is comprised of high quality LCD digital signage that delivers colourful, compelling imagery and information
- Provides an easy-to-use, scalable platform that can be 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
- Is ideal for diverse indoor and outdoor applications across a wide array of industries

Why NCR?

NCR is the global leader in hospitality technology solutions, serving businesses in the restaurant, events-based venues and entertainment industries. We help our clients transform their operations and interactions with their guests and staff. From increasing speed of service to attracting, retaining and engaging customers, our solutions help our clients build better, more connected businesses.



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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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