

# I AM NCR VITALCAST DIGITAL SIGNAGE



## Motivate desired customer behavior 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. Organizations in a wide array of industries use our state-of-the-art, digital signage solutions for such applications as advertising and promotions, employee communications, digital menu boards, ticketing and box office advertising, and visitor information and directions.

### 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.

### Ensuring high customer awareness of your business

With their high quality, colorful LCD and plasma screens, digital signboards are extremely visible and memorable. Leverage their capabilities for industries such as restaurants, hospitality, retail, cinemas, venues—and more.

### Creating instant offers to capitalize 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.

For more information, visit [www.ncr.com](http://www.ncr.com), or email [hospitality.information@ncr.com](mailto:hospitality.information@ncr.com).



# 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.

## 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 individualized site offers that meet the needs of different demographics, using test-and-learning marketing to increase sales gains.

## Providing compelling content

Digital signboards work 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 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 centers 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 organizations 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

- Provides an easy-to-use, scalable platform that can be managed by any employee
- Can be used to manage geographically dispersed sites from a single workstation
- Uses NCR Vitalcast Content Manager and an Internet WAN/LAN connection to deploy content to as many sites as desired
- Ideal for diverse indoor and outdoor applications across a wide array of industries
- Enables users to create and deploy new content in just a few minutes without any IT support

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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