

# I AM NCR MOBILE TICKET FOR EVENTS AND ATTRACTIONS



## **NCR Mobile Ticket provides customers with ticketing convenience, efficiency and versatility.**

NCR's patented Mobile Ticket technology replaces traditional paper tickets for admission and enhances the event experience by enabling customers to access their ticket information using any mobile device.

### **Expedite customer processing**

Maximize efficiency and convenience by encouraging self-service and allowing customers to receive their tickets on their mobile devices from virtually anywhere. Following purchase, customers receive an NCR Mobile Ticket containing a fully optimized, digitally signed and encrypted two-dimensional (2D) barcode that is compatible with image-based scanners.

### **Improve consumer convenience**

Ticket holders don't always have convenient or free access to a printer. Providing a mobile ticket offers the customer one less step in the event experience.

Customers are able to bypass ticket purchase lines and head straight to the venue doors where their NCR Mobile Ticket barcodes are scanned and validated.

### **Environmentally friendly**

NCR Mobile Ticket enables a reduction in traditional paper ticketing and is a positive step in minimizing the impact on the environment.

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

## Optimize your marketing

Maximize revenues by up selling to ticket holders when they are most likely to buy and leverage your existing advertising investment with Mobile Ticket ad injection. By working with NCR's APTRA eMarketing solution or third party providers, ad injection allows you to: choose where content is displayed; control its position as you scroll through the ticket; and define its type e.g. click-thru or static.

## Reliable Mobile Ticket Delivery

Reliable Mobile Ticket delivery is ensured with NCR's state-of-the-art Cloud Services. These secure data facilities have been designed and built specifically to deliver enterprise-level protection for your data transactions. High availability is maintained with redundant hardware, dual Tier 1 ISP providers and automatic failover backed by a comprehensive disaster recovery facility. NCR's dedication to quality, availability and security is the backbone of our mobile solutions, enabling you to retain and grow your valued customer base.

## Optimize your consumer's experience with NCR Services

When you partner with NCR, you also gain access to our world class professional services team for the development and integration of mobile solutions. Our consultants apply best practices and consumer insights to tailor and implement mobile solutions based on your operational requirements for increased business value, customer satisfaction and competitive advantage.

# Key Features

- SMS web link, email web link, in app, and passbook delivery options
- Ad injection capabilities
- Patented, fully optimized 2D barcodes compatible with over 10,000 mobile devices
- Distributed across 600 mobile networks in 150 countries
- Open API architecture to seamlessly connect to web, kiosk or mobile
- Available in multiple languages
- Readable by image-based scanners and ticket readers
- NCR Professional Services tailor mobile solutions according to your needs

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

All features, functions and operations described herein may not be marketed by NCR in all parts of the world. Consult your NCR representative or NCR office for the latest information.

All brand and product names appearing in this document are trademarks, registered trademarks or service marks of their respective holders.

