

NCR Web Kiosk Solution Summary

NCR 7401 Web Kiosk – Compact, flexible and reliable, the NCR 7401 Web Kiosk offers interactive, consumer-service capabilities in an attractive terminal. The NCR 7401 supports fully synchronized full-motion video and high-quality audio, Internet browsers, wireless communications and connectivity for various peripherals, such as scanners, printers, speakers and magnetic stripe readers.

NCR 7401 Web Kiosk Specifications

- Upgradeable Intel Pentium processor
- Windows NT Workstation 4.0 or Windows 98 operating system
- 32MB, 64MB or 128MB RAM
- 2.1GB or 4.3GB hard disk drive
- Integrated motion sensor
- Rugged, self-contained design
- Table-top, wall, pedestal and pole mount options
- 12.1" SVGA TFT active touch-screen supports 800x600 pixels, and 64K colors
- Multimedia features deliver full-screen, full-motion video with fully synchronized audio playback and upgrade path to hardware-based MPEG-II decoding



Expand your e-commerce environment by blending your virtual store and physical store.

NCR Application Base – A robust software architecture framework for development, distribution and maintenance of business-to-consumer applications and the following retail business components:

- Product Location
- Product Price Finder
- Product Availability
- Product Promotion

NCR Web Applications

- Xpress Film Check-in
- Offer Delivery
- Point Redemption

NCR Web Services

- Business/IT Consulting
- Solutions Design and Integration Services
- Content Management Design and Implementation
- Project Management
- Installation
- Maintenance



NCR

Transforming Transactions
into Relationships

www.ncr.com

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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NCR Web Kiosk Solutions

NCR Web Kiosk Solutions provide consumers with an interactive shopping experience that can impact their behavior at the point of selection. As a result, you'll see increases in sales, improvement in customer service and more loyal consumers.



The NCR Web Kiosk Solution can expand your e-commerce environment by blending your virtual store and physical store. It helps consumers quickly obtain the information they need to make purchase decisions, such as locating products, checking product availability, accessing product information and receiving relevant promotions using Web-based technology. Information is at consumers' fingertips when they select choices on an interactive touchscreen or scan products that are of interest to them. At the same time, the NCR Web Kiosk Solution provides a new touch point to capture information about consumers and leverage that information to build stronger relationships with them.

NCR Web Kiosk Solutions

"In-store Web-assisted selling is an electronic update of the time-honored custom of having sales agents call other stores in a chain to find a garment or product."

USA Today
July 28, 1999

NCR Web Kiosk Solution
Winner of 1999 Frost & Sullivan
Market Engineering Product
Quality Award

Complete NCR Web Kiosk Solutions include NCR Web Applications, the NCR 7401 Web Kiosk, a Web server and both professional and support services. This solution provides many benefits, including:

Quick Implementation

NCR delivers the NCR Web Kiosk Environment, NCR Web Applications and a full range of professional services to give you a quick and easy way to implement a self-service solution, based on Web technologies, that is tailored to your business needs. The NCR Web Kiosk Environment includes the NCR 7401 Web Kiosk, the NCR Application Base and a set of retail business components. These components can help consumers and your associates find detailed information about your products, check the price of an item, verify whether the item is in stock, find where a product is located or promote your products at the point of selection.

The NCR Application Base allows multiple applications to be deployed with one common user interface. This makes it convenient and easy for consumers to use one kiosk for multiple purposes. The NCR Application Base can also provide a common development framework for future applications that will help you meet the changing needs of your business.

Additionally, NCR offers a portfolio of NCR Web Applications that include solutions for Xpress Film Check-in, Offer Delivery and Point Redemption, as well as many other applications developed by our strategic partners.

Simple Solution for Consumers to Use

NCR Web Kiosk Solutions are designed to be easy for consumers to use – providing them with a common, intuitive interface and the ability to access your Internet site while they are visiting any of your locations. For example, consumers can access information by using the touch-screen or simply scanning an item on an optional aggressive-read presentation scanner to find detailed product information.

NCR also provides a set of intuitive, consumer, user-interface templates as part of the NCR Application Base. These templates, developed by NCR Human Factors Engineers, are customizable to represent your company's image. The templates include navigational rules, animated instructions and defined menu and information screens that make it simple for consumers to get to the information they want – quickly and easily.

Available Where Consumers Need Them

NCR Web Kiosk Solutions enable you to provide an Internet interaction point without sacrificing space at any of your locations. The NCR 7401 Web Kiosk is a compact, robust device that can be mounted virtually anywhere – so consumers can count on it to help them make purchase decisions. There are many mounting options available including pole and wall mounts.

The NCR Application Base provides the ability to selectively run any

of your Web applications on any NCR 7401 Web Kiosk you install. For example, in the photo-processing department, you may run the Xpress Film Check-in application and Offer Delivery. The NCR Application Base provides a common framework so your Web applications run where they make the most sense for your business.

New View of Consumers

You can take advantage of information, gained both inside your stores and off premises, to enhance consumer relationships and increase the level and profitability of your sales. NCR Web Kiosk Solutions can help provide a wealth of new and valuable information about consumers who use this device.

Merchandise assortments are traditionally based on what is sold. With the NCR Web Kiosk Solution and its detailed tracking of consumer inquires, you can begin to assort your locations based on what consumers were looking for that might not have been available. This provides an entirely new view of consumers to your buyers and merchandisers.

Reliability and Room for Growth

NCR Web Kiosk Solutions provide support for both today's and future applications. First, the solution is based on open industry standards. This includes software components, like Windows NT and Internet Explorer, and hardware components, such as Intel processor chips. Second, we use highly reliable components in the NCR 7401 Web Kiosk, and then perform extensive testing to "ruggedize" them for retail environments. Finally, NCR has integrated



NCR Web Kiosk Solutions provide consumers with a common, intuitive interface.

an optional event manager into the NCR Application Base. This event manager proactively monitors the kiosk hardware and software and sends alerts to the store manager or help desk if there is an issue with the kiosk. The event manager is especially critical for successful kiosk implementations because it delivers an unattended environment.

Services You Can Count On

NCR Web Kiosk Solutions are supported by our responsive global services team. NCR can be your partner for on-site support and much more. We offer complete solutions to meet your business challenges with services including:

- Business/IT Consulting
- Solutions Design and Integration Services
- Content Management Design and Implementation

- Project Management
- Installation
- Maintenance

NCR retail experts will work closely with you in customizing your NCR Web Kiosk Solution to support your business objectives and deliver the value that you – and consumers – expect.

NCR is the company that the world knowingly trusts with its transactions, interactions and relationships. NCR technology-enabled business solutions empower retailers to capture and analyze data to maximize customer acquisition, retention and profitability. NCR turns transactions into relationships. For more information about NCR Web Kiosk Solutions and other NCR solutions for the retail industry, contact your local NCR representative or visit NCR on the Internet at www.ncr.com.