

NCR Netkey Digital Signage

Ready to deliver the right message,
at the right time, in the right place?

YES

NCR Netkey Digital Signage: Compelling messaging at the point of decision

Digital signage enables businesses to deliver a more personalized, interactive and timely message or promotion to consumers and employees where and when it has the greatest impact. Compared to traditional forms of media, digital signage more successfully attracts and compels consumers to take action, and it is a perfect dynamic complement to your overall self-service, digital merchandising and multichannel marketing strategies.

- **Increase sales**

Studies have shown that nearly one in five, or 19 percent, of consumers who viewed a digital signage-based advertisement made an unintended purchase after seeing the advertisement.* Other benefits include cross-sell and upsell opportunities for strategically placed digital signs promoting complementary products or services.

- **Create new revenue streams**

Provide an entirely new channel for your marketing and merchandising partners to reach customers. The NCR Netkey Digital Signage solution is an ideal platform to use to sell advertising, deliver promotions or drive traffic to other areas of your property.

- **Deliver real-time information**

Providing consumers with real-time information greatly improves their ability to make informed decisions. The dynamic nature of digital signage makes it ideal to deliver real-time information such as interest rates at a bank, flight status at an airport, last-minute promotions or in-store specials.



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

- **Extend the value of customer loyalty**

The NCR Digital Signage solution can support interactivity through a touchscreen, magnetic card swipe, bar code scanner, or other peripheral options. It can extend your loyalty program in entirely new ways to improve the consumer experience by providing more personalized information or promotions or helping consumers find the latest products or services that appeal to their interests.

- **Inform and entertain**

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

*Source: Arbitron Digital Place-Based Video Study 2010

Key Features

NCR Netkey Digital Signage

- 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 supports distributed creation of localized and custom content specific to an individual sign or group of signs
- Date and day-part scheduling to ensure the right message is delivered at the right time
- Multitiered permissions and workflow settings facilitate widely distributed content creation, scheduling, and approval processes
- Ability for advertising agencies or third parties to upload, manage and schedule content
- Proof-of-play reporting capability to simplify selling advertising space to third parties
- Proven scalability—run one to many thousands of digital signs and interactive endpoints concurrently, all managed from one system
- Leading-edge player peer-to-peer software architecture reduces bandwidth requirements and negates need for costly servers at the site, branch or store level
- Support for interactivity includes peripheral integration and ability to manage secure self-service transactions

NCR Netkey Systems Management

- Intuitive, web-based operational dashboard for an “at-a-glance” view of key parameters, performance and status of the entire system
- Role-based administration for secure access within a global organization
- Inventory content files and software versions present on devices
- Accurate problem alerting through email and notification options
- Remote diagnostics, reboot and repair [of devices
- System-level reporting of device uptime and performance status
- Comprehensive customization and integration capabilities via extensively documented Application Programming Interfaces (APIs)

Why NCR?

With over 125 years of global experience and knowledge, 13,000 NCR-badged consultants and technical support experts and a network of customer care centers, NCR provides best-in-class services across multiple industries. We help our clients around the world improve their customer interactions, implement change quickly and proactively, and transform their businesses to become leaders and change agents. We can help you, too.



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