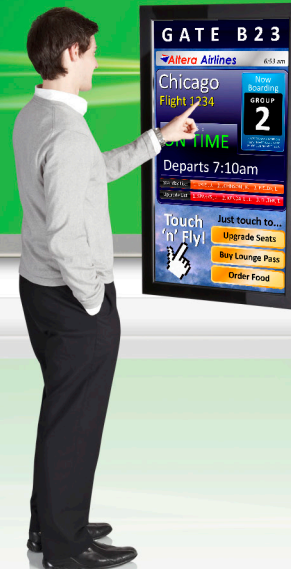


Ready to deliver and manage
an interactive kiosk and
digital signage experience?



YES

YES

NCR Netkey

A unified platform for kiosk and digital signage networks



Experience a new world of interaction

NCR Netkey

A powerful, unified management platform for true enterprise-class kiosk and digital signage networks

NCR Netkey is a robust total solution (hardware, software and services) for kiosk and digital signage requirements. It enables you to create, deliver and manage interactive kiosk and digital signage experiences to engage your customers and enhance their journey.

NCR Netkey is comprised of a unique, highly scalable suite of applications designed to leverage your existing infrastructure and e-commerce assets, while delivering best-of-breed functionality to manage all of these touchpoints. It facilitates the deployment and operation of sales, marketing, customer services and human resources applications on kiosks, digital signage and employee terminals.

Enhance the customer experience

Connect with your customers throughout their journey by deploying kiosk applications and digital signage displays that offer complementary products and services while providing customers with the information they need—when and where it has the biggest impact.

Create new opportunities to increase revenue

NCR Netkey enables you to rapidly deploy self-service applications that can drive ancillary revenues. You can offer interactive marketing, create new opportunities for cross-selling and up-selling products and services, such as affinity program enrollment, offering same day lounge access purchases, etc. NCR Netkey digital signage can be used to deliver promotions, generate advertising revenue, reinforce your brand and drive traffic to specific areas of the airport.

Deliver cost-effective promotional messages at the point of decision

NCR Netkey digital signage is a powerful way to engage your customers using compelling, high-definition (HD) graphics and video with targeting abilities that ensure you deliver the right message, at the right time, in the right place. It provides flexible, centralized management and publishing of digital media across networked channels, allowing you to use existing IP infrastructure and creative assets across all customer-facing digital touchpoints.

Leverage your e-commerce investment

Take the risk out of converting complex portal, e-commerce or web content into self-service applications that drive new sales. NCR Netkey offers patented features that deliver unique capabilities—for example, “locking down” the kiosk application environment from unwanted activity, providing device stability and ensuring reliability. It also delivers a consistent, high-quality user experience by enabling secure transactions through a brand-centric geographical interface.

Key Features

- Self-service applications that generate return on investment
- Rapid application configuration and customization and simple integration of peripherals
- Secure remote monitoring and centralized administration
- Ability to display external content from databases, websites, content feeds, etc.
- External access to digital signage message creation and scheduling, enabling marketing partners to update and schedule content
- Available as enterprise software license or Software as a Service (SaaS)

Get faster time-to-market with rapid application configuration and deployment

NCR Netkey Designer is a purpose-built software development toolkit for self-service designed to address the unique requirements found in virtually any self-service application environment, such as intuitive user interface design, integration to a variety of kiosk peripheral device hardware, robust security and integration to existing back-end systems. NCR Netkey Designer enables you to build intuitive self-service applications with secure browser interfaces, URL restrictions and surf control, and input lockdown to prevent unauthorized access to the kiosk operating system or your network.

Improve efficiency with cost-effective systems management

The NCR Netkey Manager component centrally controls the timely distribution of location-specific content, including attract loops, rich media assets, software patches and application pages across thousands of devices, while tracking and measuring use and effectiveness.

NCR Netkey delivers a total solution:

- a unified platform for interactive kiosks and digital signage
- a software development environment to create engaging consumer experiences
- a scalable, enterprise-class platform to deliver and manage from tens to tens of thousands of digital touchpoints

Hardware

The NCR Netkey platform utilizes industry-standard PC hardware and operating systems, allowing you to utilize compatible hardware from any vendor or select NCR pre-certified hardware partner solutions. NCR offers a variety of integrated networked digital signage appliances, as well as interactive touchscreen displays, HD monitors and media players that operate in the same platform used to manage other content.

Total Solution



Infrastructure (NCR)

- Hardware
- Installation
- Field Services
- Program and project management

Software (NCR Netkey)

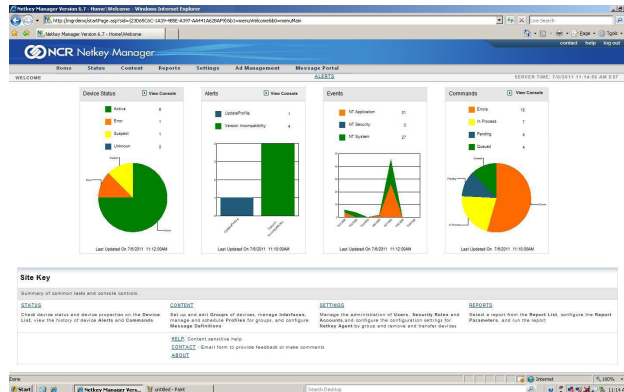
- Self-service applications
- Digital signage
- Enterprise or SaaS
- Management platform

Content (Partners)

- Strategy
- Digital media
- Agency services
- Creative and production

Platform Modules

Netkey Manager



- Application and device management service
- Centralized administration
- Secure remote monitoring
- Comprehensive content management and scheduling
- Playlist creation
- Date and day-part
- Reporting and analysis
- Robust security
- Highly scalable

Message Portal



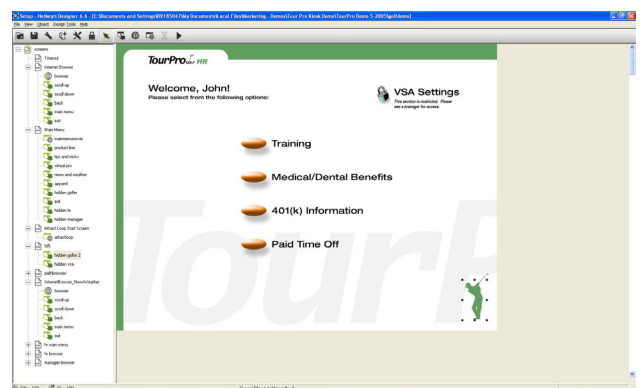
- Web-based portal for creating local messages and ad-hoc content
- Pre-defined templates and full creative control at HQ
- Simple graphical message creation and editing
- Control color, fonts, embed images, etc.
- Publish only to local signs
- Highly granular, hierarchical permissions controls

Player Runtime



- Digital signage/ kiosk device level player software
- Usage and error reporting, intelligent version control, outbound communication and self-healing properties
- Runtime and Agent Framework modules
- Netkey API
- Executes content schedules and playlists

Netkey Designer



- Feature-rich software toolkit for designing self-service user interfaces and assembling interactive applications
- Robust security configuration
- Easy integration of peripheral devices such as bar code scanners, magnetic stripe readers, etc.
- Aggregates web and rich media content

NCR Netkey Wayfinding

NCR Wayfinding is a complete solution designed specifically for the dynamic, ever-changing demands of large public facilities like airports. NCR Wayfinding is a modular application that is deployed as a part of NCR Netkey solution and provides powerful features and the assurance of ongoing development and inclusion of more advanced capabilities with future releases

Designed with an intuitive multi-lingual interface, and backed by a centralised, data-driven map architecture, NCR Wayfinding is an innovative self-service solution designed for the needs of travelers today and tomorrow.

- Simple to use, intuitive interface.
- 100% browser-based management. No client installs needed.
- Full reporting and live system health monitoring.
- Data-powered maps allow for easy centralized updates and easy relocation of endpoints.
- Displays not only show destinations, but also the best route to take, complete with an animated avatar that walks the route on the screen.
- Dynamic Map definitions allowing for temporarily blocking areas, adding restrictions to areas or changing the floor plan.
- System security is truly best-in-class, with three US patents for security.
- Software is extensible and can accommodate a broad selection of other self-service functions, including marketing, secure website access, and even financial transactions.
- Hardened and secure industrial enclosures designed for high-traffic environments and heavy usage, while being easy to clean and maintain.
- Solution is backed by the stability and world-class self-service expertise of NCR, the global leader in airport self-service solutions.

Beyond Wayfinding

Wayfinding kiosks can also deliver advertising, whether it's simple banner-based, or interactive. The NCR solution provides multiple different options for configuring screen layouts to accommodate both wayfinding and advertising concurrently, along with required back-end reporting capabilities that allow the network owner to prove to advertisers that their ads did run, and that customers interacted with them.

The solution is also capable of supporting all manner of interactive self-service applications in any combination the customer desires. The platform is flexible and secure enough to handle device counts and transactions at truly massive scale. Today, the Netkey platform is used to manage some of the world's largest mission critical self-service deployments, supporting many customers who today have thousands of actively deployed kiosks.



Image courtesy of Olea Kiosks Inc.

Media Management Workflow

How NCR Digital Signage Works

Create and import media

Creative content can include Flash, video and images in any combination. NCR Netkey is web-based which means it is easy to deploy, media can be created and uploaded to the system remotely (e.g. by ad agency) and there is no per-user licensing for management and digital signage message creation tools.

Configure and automate externally driven content

Digital signage content can be driven by external data sources, for example:

- Web pages
- Menu data
- Current weather
- Flight schedules (FIDS)
- and much more

Program media by scheduling and targeting content

Content can be scheduled by time, date and frequency and also location:

- Within location (e.g., in departure lounge vs. before security)
- Geographically (e.g., by country, state, zip code, region, etc.)
- Or other segmentation criteria

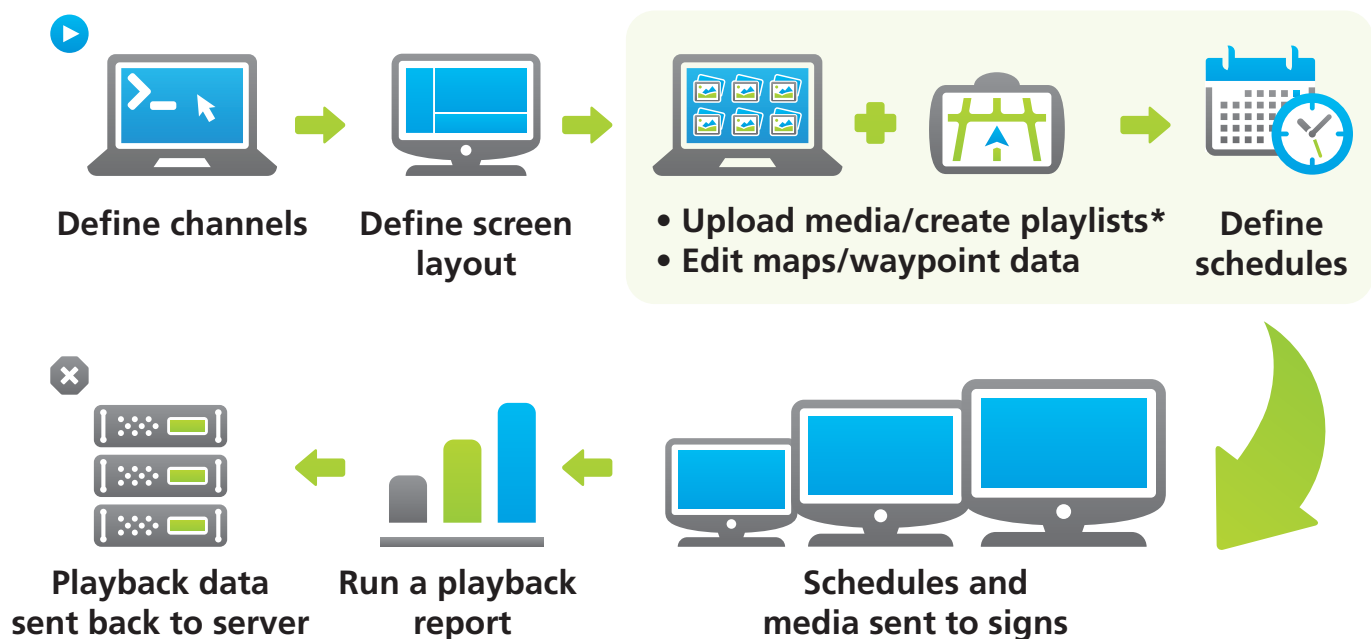
Distribute content to digital signage endpoints

Each media player receives all the content it needs.

Downloads can be scheduled during non peak hours and distribution can be via local WiFi or Ethernet network, analog modem, 3G/4G cellular modem and even satellite.

Report back and monitor ongoing status

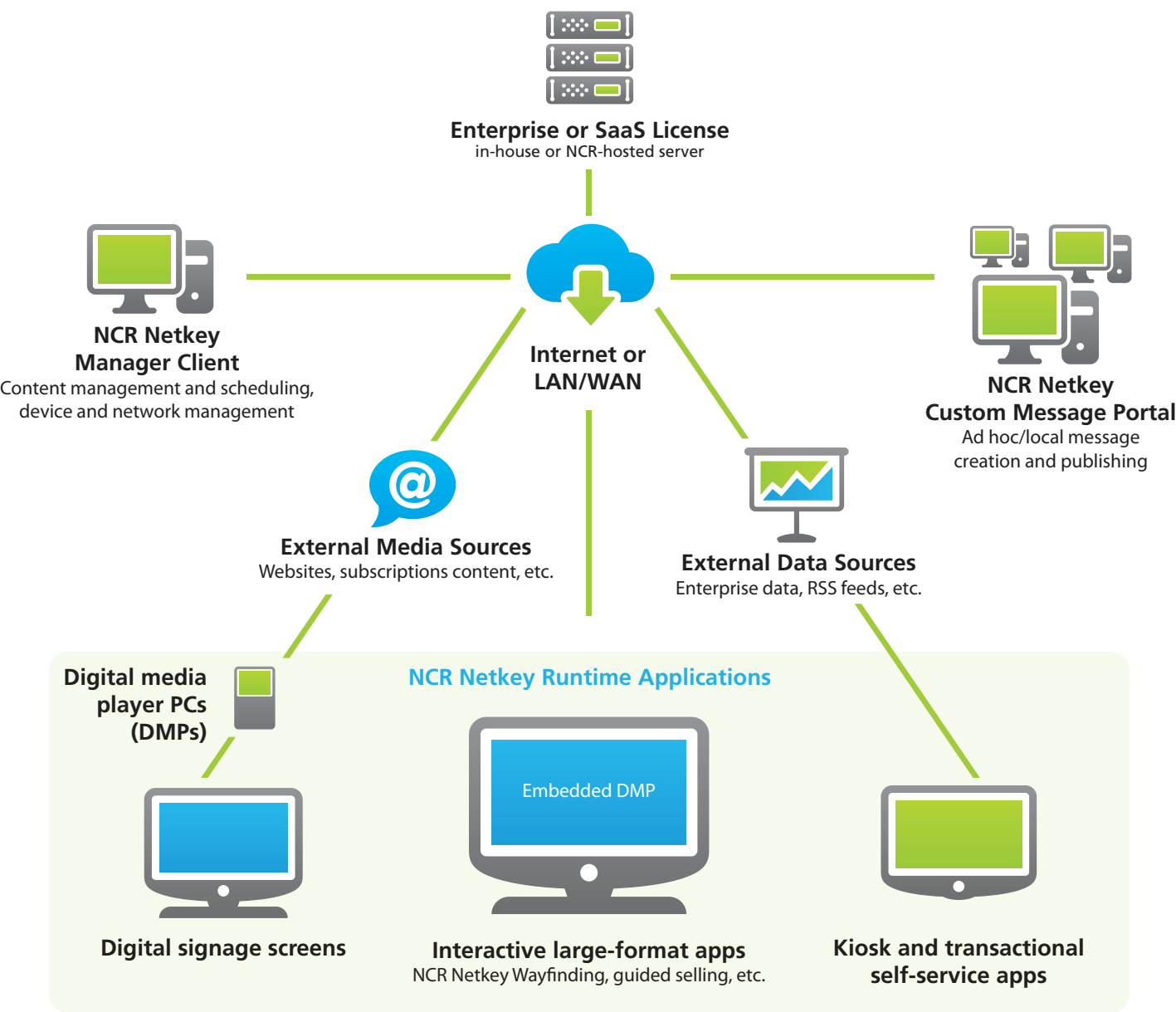
System administrators monitor the health of the system where email notifications are received if players are down or if network connections are lost. Proof-of-play reports where logs of when and where content is played can also be generated. These proof-of-play reports are critical for ads and merchandising activity. Interactive app activity reports on app usage, touches (clicks, etc.) are also available.



*Build playlist or schedule individual media files.

Digital Signage Network Architecture

A central server acts as the hub and communicates with the store's devices via the Internet. The central server provides a host of key operational functions, including scheduling content, remote monitoring to ensure that the kiosks and signs are operational, and reporting on customer use of the kiosks.



Why NCR?

With over 125 years of experience, NCR is a leading global provider of assisted- and self-service solutions. We help our travel 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.

Contact your NCR representative, visit www.ncr.com/travel or send us an email at travel@ncr.com and find out how NCR travel can help make the most of your passengers' travel experience.



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