NCR VITALCAST DIGITAL SIGNAGE

See more. Sell more.

Motivate desired customer behavior with real-time offers and information

NCR's Vitalcast Digital Signage enables you to connect with consumers by offering information, promotions and menu boards in a highly impactful, digital format.

Creating a highly visible advertising platform that drives results

Organizations can use NCR Vitalcast Digital Signage both indoors and outdoors to create and deploy professional advertisements that generate customer response. Available in a wide array of sizes and formats, our digital signage and menu boards can be used in a number of locations throughout your operations.

Ensuring high customer awareness of your business

With their high quality, colorful LCD and plasma screens, digital signage and menu boards are extremely visible and memorable. Whether outdoors or indoors, digital signage is an effective way to share promotions, ads and information.

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**, or email **sales.pcr@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 450 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.

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 signage works 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 effective marketing and information customers can use.

Offering valuable information
Reduce the strain on staff by providing answers to frequently asked questions, such as fuel prices, weather conditions or menus. Dayparting capabilities enable you to provide information that is relevant to customers' needs at that time of day.

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. Plus, content can be coordinated on multiple screens.

Deploying a scalable solution
NCR Vitalcast Digital Signage offers petroleum and convenience retailers the best of both worlds: a scalable platform with chain-wide control. Any employee can create and manage displays for multiple sites from a single workstation.

Ensuring continuous operations
In the case of a network outage or media controller failure, NCR Vitalcast Digital Signage continues to operate.

Key features

- High quality LCD/Plasma screen digital signboards

- Easy-to-use, scalable platform

- Uses NCR Vitalcast Content Manager and WAN/LAN

- Create and deploy new content quickly

- Manage global sites from a single workstation

- Ideal for diverse indoor and outdoor applications