

NCR Vitalcast Digital Signage

Want to capture customer attention with dynamic digital signage?

YES

Motivate desired customer behavior with real-time offers and information

NCR Vitalcast Digital Signage gives you the power to captivate attention and motivate your audience with high resolution digital signage. Organizations in a wide array of industries use our state-of-the-art, high resolution digital signboards for such applications as advertising and promotions, employee communications, digital menu boards, ticketing and box office advertising, and visitor information and directions. Benefits include:

- Delivering highly visible advertising that drives results**
 Organizations can use NCR Vitalcast Digital Signage both indoors and outdoors to deliver high quality advertisements that generate customer response. Available in a wide array of sizes and formats, digital signage is appropriate for almost every industry and venue.
- Integrating data from disparate systems for more effective communication**
 NCR Vitalcast Digital Signage integrates with many data sources, including POS and scheduling softwares, thus eliminating the need for tedious data entry for your digital signage displays.
- 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.
- 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.

The collage features several digital signage screens:

- Top Left:** Movie listings for Resident Evil - 3D, Looper, Hotel Transylvania, Wreck It Ralph, and Skyfall 007.
- Top Right:** MovieTime menu with prices for Adult, Children/Seniors, Matinee Daily, Early Bird, and D-Box.
- Middle Left:** Food menu listing items like Polish Sausage, Hot Dog, Nachos, Pizza Slice, Pretzel with Cheese, Popcorn, Bottled Drinks, and Fountain Drinks.
- Middle Right:** Advertisement for Large Draft & Pretzel w/cheese for \$9.50.
- Bottom Left:** Catamaran website showing market segments (AAFY, Top Gun, PBM, Gen Comm, Client) and their respective CIQ, ASA, and LCW values.
- Bottom Right:** Restaurant menu with sections for Choose 2 for \$10, Entrées, Starters, Desserts of the Day, Beverages, and Specials.

For more information, visit us at www.ncr.com, call us at 1-877-794-7237 or email us at hospitality.information@ncr.com.

- **Providing compelling content**

Digital signage works with a wide array of media formats, including graphics, text, videos, TV and real-time information. Add your logos and visual identity to create effective marketing and information customers can use.

- **Offering valuable information**

Communicating answers to frequently asked questions, such as directions, weather conditions or daily menus boosts your customers' perception their in-store experience. Dayparting capabilities enable you to provide information that is relevant to customers' needs at that time of day.

- **Providing public service announcements**

Increase employee and guest safety by deploying emergency alerts whenever needed. Alerts can help direct foot traffic in large venues, such as outdoor concert venues, convention centers and theme parks, preventing accidents.

- **Managing an easy-to-use solution**

Use NCR Vitalcast Digital Signage and Content Manager to deliver effective content with just a few mouse clicks. Drag-and-drop interfaces make it easy to update and manage information that can be scheduled for current or future updates.

- **Deploying a scalable solution**

NCR Vitalcast Digital Signage offers organizations the best of both worlds: a scalable platform with local control. Any employee can create and manage displays for multiple sites from a single workstation.

Key Features

- Consolidates multiple information sources into one attention-grabbing solution
- Provides an easy-to-use, scalable platform that can be managed by any employee
- Reduces print costs and distribution costs of printed materials
- Enables users to quickly deploy new content in minutes without any IT support
- Can be used to manage geographically dispersed sites from a single workstation
- Is ideal for diverse indoor and outdoor applications across a wide array of industries

Why NCR?

NCR is the global leader in hospitality technology solutions, serving businesses in the restaurant, events-based venues and entertainment industries. We help our clients transform their operations and interactions with their guests and staff. From increasing speed of service to attracting, retaining and engaging customers, our solutions help our clients build better, more connected businesses.