



Transforming Transactions into Relationships

NCR ScanMaster

Manage your stores effectively and efficiently while improving customer service with NCR ScanMaster.

Customize In-store Promotions

Pinpoint your most profitable customers through ScanMaster's database and frequent buyer system. It identifies who your customers are and helps you tailor merchandising programs to their actual buying habits. ScanMaster is flexible, offering an array of promotional pricing schemes matching the buying habits of consumers. For example, you can merchandise store items with tiered pricing so there is an incentive to purchase more – the greater the number of items purchased, the greater the consumer discount. ScanMaster also includes flexible point redemption programs allowing you to run turkey promotions or other seasonal incentives.

Because ScanMaster also provides information on sales analysis and price elasticity, it helps you to manage your pricing strategy effectively to maximize your profits. ScanMaster allows you to customize your promotional programs to meet store needs – whether you want to offer promotions to your frequent shoppers or to all consumers – ScanMaster lets you decide.

ScanMaster's enhanced receipt printing options help you better market to your customers.



NCR ScanMaster

NCR ScanMaster helps you pinpoint your most profitable customers and tailor your promotions to their buying habits.

Collect and Manage Business Information

NCR ScanMaster is the easiest way for you to automate the collection of critical consumer and sales data at your point of service. It will help you capture information about your customers and your business that you can turn into a competitive advantage.

Increase Customer Satisfaction and Reduce Training

With ScanMaster you can implement our optional NCR DynaKey,™ an innovative operator interface for your POS, that can dramatically shorten training time for your new employees, while boosting the productivity of your experienced

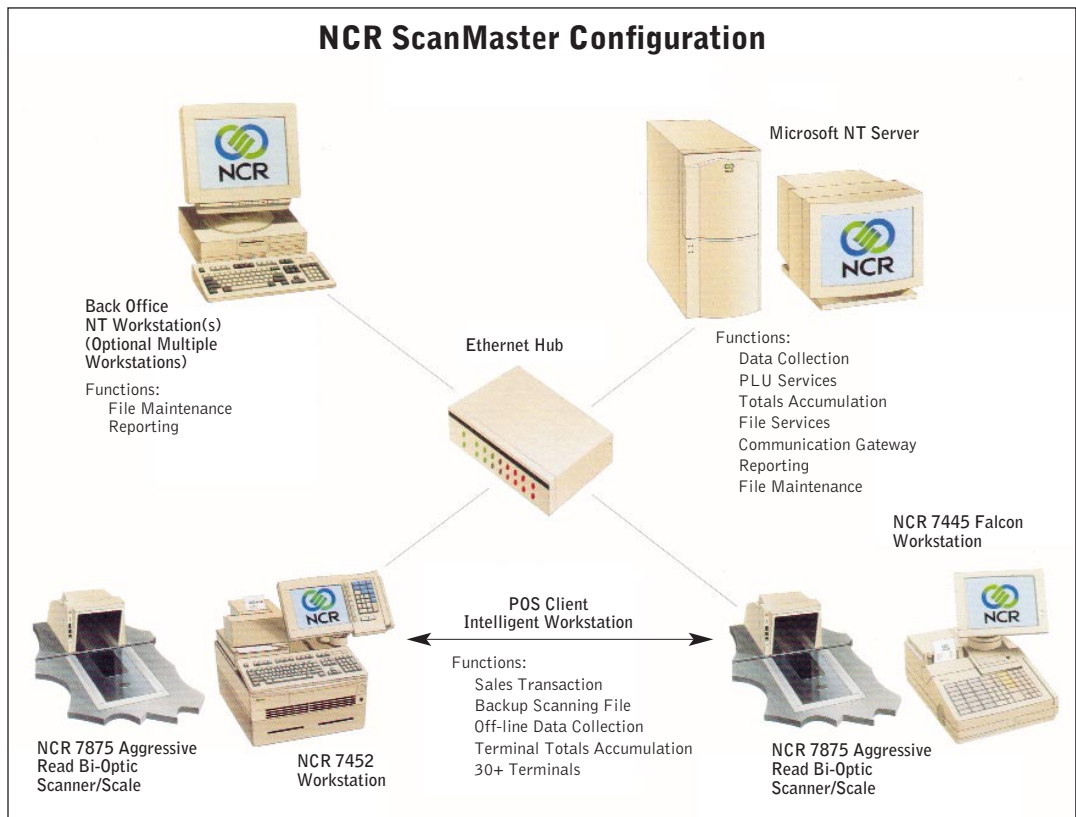
users. NCR DynaKey combines the latest PC technologies and an ATM interface with unmatched human factors expertise to make serving consumers simple and easy. NCR DynaKey helps reduce the time it takes to turn a new employee into an experienced and efficient POS operator. Consumers will note and appreciate the difference. Your customers will also appreciate ScanMaster's ability to convert foreign currency.

Simple Interface for Your Store Management Team

By using an industry-standard user interface at the back office, ScanMaster's office functions are easy to access by your store personnel. Even managers with

ScanMaster's graphical user interface provides point-and-click simplicity for managers who want to spend time addressing the needs of their customer, not their computer.

a minimum of PC training can learn to fully use ScanMaster back-office functions. Store managers no longer have to become computer programmers and operators. They can easily retrieve information allowing them to make quicker, more informed decisions and spend more time with your most important asset – your customer.



ScanMaster helps you collect and manage business information.

Designed for Easy Installation, Use and Maintenance

ScanMaster is designed to be easy to install, easy-to-learn and use, and easy to maintain. All system configuration is done by parameters and is executed with easy-to-follow installation scripts. Its unparalleled ease of use can drive greater productivity and throughput at your checkout. Remote system support is another benefit of implementing ScanMaster. It allows you to customize your software and store configuration and provides help desk access to the store system. ScanMaster's open standards help you protect your investment with industry standard processors, languages and software. This allows you to take advantage of emerging retail technologies because system

modification is done with ease. Your management can access the ScanMaster from a remote location as well.

Ensure Hardware Flexibility and Scalability

ScanMaster offers a wide range of terminal functionality and pricing. It is supported on multiple NCR workstations, even within the same store. ScanMaster also supports an impressive offering of printers, keyboards, scanners and electronic payment devices. It allows you to use the same software regardless of store size. Store servers are fully scalable so you can apply different amounts of processing power to stores of varying sizes. Reliability is inherent in the hardware and the operating system. Complete

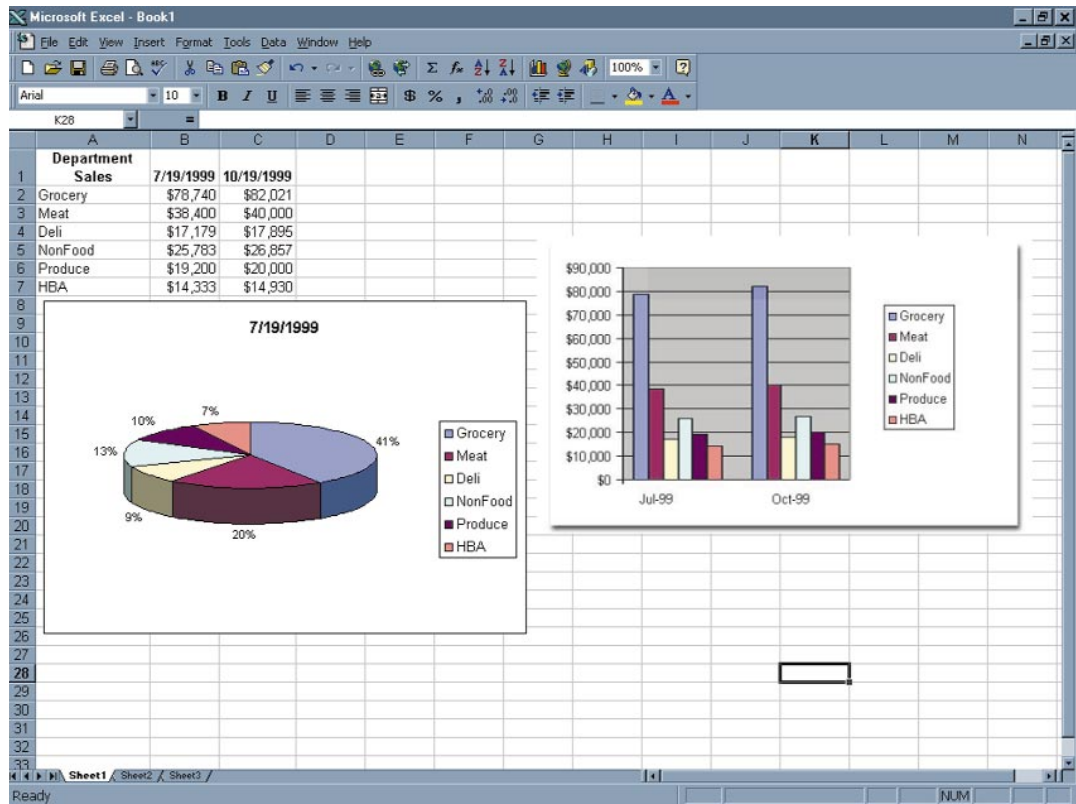
file back-up is maintained at each terminal, and switchover to terminal-based back-up files is automatic.

Employ Industry Standards and Save Time

Import end-of-day data into industry standard spreadsheets, customized to your current form, and save time every day. ScanMaster file formatting provides increased value because data can be easily transmitted to your host. Data reported from remote locations is easily consolidated and analyzed against historical data and trends. By recognizing these trends and prescribing corrective action instantaneously, you'll save time and money.

Contributes to Your Bottom Line

Consumers will appreciate a better in-store experience as they move through the checkout line quickly and encounter fewer operator errors and service delays with the help of ScanMaster. As a direct result of the data that ScanMaster captures, you benefit from being able to appeal to the individual needs of consumers. ScanMaster can improve your profitability through greater productivity while you'll experience a reduction in training time for new employees as well as fewer errors and less error correction time at the point of service. As a result, you profit from greater throughput at the checkout.



Turning data into information: ScanMaster is easily imported into standard Microsoft Windows applications, including spreadsheets, for analysis and data reporting in any format and decision making.

Delivering Superior Service

The NCR ScanMaster solution is supported by NCR's worldwide service and support organization. NCR also offers complete solutions to your business challenges, incorporating consulting, needs assessment, project management, installation and maintenance services.

NCR implements and supports innovative retail solutions that help you transform your consumer transactions into meaningful consumer relationships. For more information about NCR ScanMaster and other NCR products and services, contact your local NCR representative or visit NCR on the Internet at www.ncr.com.



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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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Patents Pending

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