



Reinventing the Sales Receipt: NCR Introduces Simultaneous Two-Sided Thermal Printing

NCR Corporation (NYSE: NCR), the company that made get a receipt a byword of virtually every retail transaction, today announced the latest technology innovation to hit the checkout – simultaneous two-sided thermal receipt printing.

By printing on both sides of a receipt, retailers can reduce their paper roll receipt needs by as much as 50 percent and save additional money on freight, storage and disposal. The technology also introduces efficiencies at the point of sale (POS) by requiring fewer paper roll changes, which helps shoppers get through the store faster. And reduced paper consumption will also benefit the environment by helping save trees.

In addition to store checkouts, NCR's patented technology opens the door for two-sided printing applications in banking, event ticketing, self-service kiosks and more.

The first new products based on the technology include the industry's only two-sided POS receipt printer, the NCR RealPOS 7168, and NCR two-sided thermal receipt paper.

Besides selling the new printer and paper rolls globally through its direct sales force and channel partners, NCR is offering technology licenses to other printer and paper manufacturers. Inquiries regarding licensing terms should be directed to two.sided@ncr.com.

This technology has many exciting applications, said Peter Dorsman, vice president and general manager of NCR's Systemedia Division, a leading provider of printer consumables such as paper rolls, laser cartridges and RFID solutions. Through the development of this new two-sided technology, NCR opens a world of opportunities for businesses to reduce costs, customise communications and better serve their customers. NCR will also be making this technology widely available through licensing agreements with printer manufacturers and OEMs.

NCR's two-sided printer allows retailers to customise messaging in receipts rather than relying on paper rolls with pre-printed promotions that cannot be changed. Plus, it can print in combinations of black on one side of the receipt with black, red or blue on the other side with no additional cost for the paper or the printer, to attract attention and promote more effectively.

A multifunction printer that also offers an impact slip station printer with optional MICR, check-flip and check-imaging functionality, the NCR RealPOS 7168 along with NCR two-sided thermal paper rolls will be available for customer shipments in the third quarter of this year. NCR plans additional two-sided technology introductions over the next six to 18 months.

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