



NCR

Transforming Transactions
into Relationships

NCR EasyPoint™ Solutions: MarCole Enterprises' Gift RegistryWorks™ and CatalogWorks™

MarCole

NCR and MarCole Enterprises' Gift Registry and Catalog Solutions deliver new levels of service to consumers.



Information at Shoppers' Fingertips

Now you can put information at shoppers' fingertips where they make purchase decisions. NCR Corporation has partnered with MarCole Enterprises, a leading developer of interactive multimedia shopping software, to provide Gift RegistryWorks and CatalogWorks – multilingual applications that enable you to extend new levels of service to your consumers.

MarCole's Gift RegistryWorks is a modular, scalable enterprise solution for retailers. While bridal registry remains the most popular category, Gift RegistryWorks supports any gift-giving occasion, including new baby, birthday, anniversary, holiday, charity, and other celebrations. A scanner may be used to quickly register items in a registry or locate a specific gift registry. Consumers can select registry information by product category or price range, read a gift list on screen or print it, and view high quality, color images of registered products. The registry is automatically updated whenever a consumer makes a purchase. Additionally, Gift RegistryWorks supports access from the World Wide Web, and because it uses the same database on the Web as in store, updates and maintenance only need to occur once – in one place.

CatalogWorks, MarCole's interactive special-order catalog system, provides instant visual access to thousands of products that may not be available in your stores. The system has extensive search capabilities, displays high-quality, color images, and offers access to extensive product information, including video and audio.

Gift RegistryWorks and CatalogWorks are electronic commerce solutions that offer a simple user interface designed to be fast and easy to use. They can interact with existing systems for current product and price information. The systems allow consumers to verify product availability, complete purchase transactions, and even select gift wrap and greeting card messages.

A fully-integrated, multimedia terminal with tabletop and wall-mount options, the NCR EasyPoint 41 Solution features an interactive touchscreen, mag stripe reader, scanner, and speakers that may be combined to provide a range of applications from NCR and NCR's partners.

NCR EasyPoint Solutions: MarCole Enterprises' Gift RegistryWorks and CatalogWorks

A Complete, Interactive Solution

The NCR/MarCole Solutions include:

- NCR EasyPoint – touchscreen multimedia capabilities in a compact, integrated and attractive terminal.
- Gift RegistryWorks and CatalogWorks Applications – intuitive consumer interfaces for accessing gift registries and on-line catalogs.
- NCR RealScan™ presentation scanner – allows consumer to scan an item for more information or a gift registry card for quick access to a gift list.
- Gift images – MarCole works with the premier tabletop manufacturers to include gift images in their software.

The entire NCR EasyPoint Solution is designed to be easily integrated into your existing in-store infrastructure, including third-party systems.

Services You Can Count On

NCR EasyPoint Solutions are supported by our responsive global services team. NCR can be your partner for on-site support and much more. Our high-quality, store-system support services are designed to maximize system availability and manage your total maintenance needs, regardless of the product manufacturer.

We offer complete solutions to meet your business challenges with services including:

- Business/IT consulting
- Solutions design and integration services
- Content management design and implementation
- Project management
- Installation
- Maintenance

NCR retail experts will work closely with you in customizing your NCR EasyPoint Solution to support your business objectives and deliver the value that you – and your consumers – expect.

For more information about NCR EasyPoint Solutions and other NCR solutions for the retail industry, contact your local NCR representative or visit www.ncr.com.



About MarCole

MarCole Enterprises, based in Walnut Creek, California, designs, develops, customizes, and installs turnkey interactive shopping systems for the retail industry. In addition to Gift RegistryWorks and CatalogWorks, MarCole's dynamic, flexible, and modular approach extends to other point-of-purchase and merchandising applications. MarCole's primary focus is to help retailers and their suppliers increase sales and reduce costs through improved customer service technology. More information about MarCole can be found on their Web site at www.marcole.com.



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Printed in U.S.A.

EB-1366-0402