



Customer quotes from concept validation interviews...

- "How soon can I get it?"
- "I asked your competitor for this feature and they said it was impossible to do."
- "Intriguing, very intriguing!"
- "This would offer an enhanced customer experience."
- "It will help us save on our media expense which is one of our largest expenditures."
- "Why would anyone ever again buy a one-sided Thermal Printer?"



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Transforming Transactions
into Relationships

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02/06

25T™
TECHNOLOGY

Introducing... New Simultaneous Two-Sided Thermal Printing Technology



Transforming Transactions into Relationships

NCR announces an exciting new technological advance in document printing ... Simultaneous Two-Sided Thermal Printing

WHAT IS NCR SIMULTANEOUS TWO-SIDED THERMAL PRINTING?

Simply put, NCR's Patented* Simultaneous Two-Sided Thermal Printing utilizes dual thermal print head technology within thermal printers which allows for simultaneously printing on both the front and back sides of a receipt or document. This new technology not only drives improvements in the operational efficiency within the print network, but more importantly enhances marketing's ability to present customized, on demand promotional messaging to the user.

ENHANCED FUNCTIONALITY

NCR's new patented Two-Sided Thermal Printing Technology offers enhanced printer functionality not currently available in the marketplace today. This enhanced functionality will allow us to offer a differentiated printer solution that provides **REAL** customer benefits from including reduced costs, increased profits, and improved operational efficiencies.

Benefits

REDUCE YOUR TOTAL COST OF OWNERSHIP



- Less paper leads to lower overall consumables expense
- Fewer rolls and roll changes leads to improved operator efficiencies
- Lower inventory and reduced freight streamlines supply chain expenditures
- Save up to 25% on annual receipt paper investments



IMPROVE OPERATIONAL EFFICIENCIES

- Two print heads increase printer speed and overall throughput
- Enhance customer satisfaction via reduced wait times
- Up to 50% fewer roll changes
- Reduced inventory carrying costs

ENHANCED CRM & MESSAGING EFFECTIVENESS



- One to One Marketing via color means results you can count on
- Variable print on-demand for the ultimate in affordable personalization
- Enhance your profitability by eliminating costly preprinted media

ENVIRONMENTAL IMPACT



- Use up to 50% less paper
- Fewer trees consumed
- Less plastics and related chemicals processed
- Increased fuel and energy savings on a global basis



Applications

POS Receipt



Gaming / Lottery



ATM Receipt / Statement



Ticketing



Gas Pump Receipt



Kiosk / Self Service



Color Options**

Use of color enhances brand image and increases consumer awareness.

- 90% of consumers in a study noticed color messages vs. only 31% noticed black & white message
- **Color boosts redemption rate by 158% and brings customers back!**
- More than twice as many people said they would redeem a coupon when it is printed in **color** vs. **black & white**
- Customer return visits increased by 62%

Available Colors



Black



Black

Red



Black

Blue

* This technology is protected under United States patent's 6,784,906 / 6,759,366 and their foreign equivalents, and additional patents pending.

**Study published by Integrated Solutions for Retailers