



NCR RealPrice™

The **Right** price
Every time



- Ensure Pricing Accuracy
- Increase Customer Loyalty
- Improve Labor Efficiency
- Optimize Revenue

Retailers are challenged with meeting consumer and legislative demand for accurate pricing, while maximizing revenue and minimizing operational costs. NCR RealPrice electronic shelf labels (ESL) ensure pricing accuracy and deliver real impact to your bottom line.

Putting the Customer First

Studies indicate shelf to scanner price discrepancies average over 6 percent. Many retailers have responded by implementing costly product giveaways or discounts when price errors occur. By synchronizing the ESLs with the scan file in real time, NCR RealPrice makes discounts unnecessary by eliminating the possibility of error. This improves customer confidence and loyalty, enhances store image, and streamlines checkout.

Controlling Labor Cost

Labor is the highest variable retail cost and price maintenance costs comprise a significant portion of that expense. NCR RealPrice minimizes the costs associated with hanging, changing, validating, and removing paper labels.

Lowering the Threshold

Retailers often don't make price changes unless there is a large enough offsetting revenue increase, effectively creating

a price change threshold. By automating the price change process and reducing the costs associated with changing paper labels, NCR RealPrice reduces the price change threshold, giving retailers complete flexibility to change prices quickly and effectively to support any pricing decision.

Meeting Competitive Pricing

Overcoming the price change threshold is only part of the equation. In the competitive world of retail, you've got to be ready to react to competitive pricing on a moment's notice. Able to handle price changes in real time at a rate of up to 30,000 updates per hour, NCR RealPrice enables you to always be one step ahead of the latest competitive threat.



NCR RealPrice™

management, alerting, exception reporting, overlay printing, mobility, security and diagnostics. The application suite uses open systems APIs for straightforward integration with your price management systems.

A Creative Merchandising Tool

Paper price labels limit retailers to expensive, ineffective, merchandising strategies such as couponing. With NCR RealPrice, price-change strategies are implemented with minimal expense and time. NCR RealPrice enables:

- Event-driven promotions
- Time-driven pricing strategies
- Department/category specials
- Flexible display capabilities

Price Optimization

Product pricing and promotion are the very essence of retail. What is the optimal price for a product? One that is too low leaves money on the table, while a price that is too high will lead to decreased volume. Arriving at the optimal price involves constant refinement and experimentation. Enabling this constant refinement, NCR RealPrice facilitates pricing for maximum revenue.

A Comprehensive Solution

The NCR RealPrice solution is comprised of four key components designed to ensure exceptional value and return on your investment.

Application Suite

The application suite enables full systems monitoring,

Shelf Labels and Signs

Designed for optimal readability and reliability, the five different label formats, including two sign formats, are free to roam anywhere in the store and provide flexible and secure mounting options that adapt to existing store fixtures. The labels contain a battery-powered passive radio and an internal clock for advance scheduling of promotions. Sixteen data registers are available for merchandising and store operations decision support.

Infrastructure

NCR RealPrice displays are supported by a communication infrastructure that is wireless from the ceiling down. Communication base stations using a 2.4GHz frequency-hopping spread spectrum are inconspicuously located in the ceiling and perform exceptionally well in virtually any store format.

Professional & Customer Services

NCR consultants will help you design and roll out a total ESL solution tailored to meet your unique operational environment. Using business impact modeling, we can quantify the expected return of your NCR RealPrice investment. NCR also offers a wide array of professional services such as site surveys, site preparation, data file creation, overlay application, installation, project management, and on-site life cycle support

For more information, visit www.ncr.com, call 866.431.7879, or email retail.contactus@ncr.com.

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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