



## NCR NETKEY

Deliver and manage an interactive kiosk  
and digital signage experience

# NCR Netkey

NCR Netkey is a powerful management platform for enterprise-class kiosk and digital signage networks and a total solution (hardware, software and services) for interactive kiosk and digital signage requirements. It enables you to create, deliver and manage interactive kiosk and digital signage experiences to engage your customers and enhance their journey.



## Key Features

- + Rapid application configuration and customization and simple integration of peripherals
- + Secure remote monitoring and centralized administration
- + Ability to display external content from databases, websites, content feeds, etc.
- + External access to message creation and scheduling, enabling marketing partners to update and schedule content
- + Available as enterprise software license or Software as a Service (SaaS)



### **Enhance the customer experience**

Connect with your customers by deploying interactive applications that offer complementary products and services.

### **Create new opportunities to increase revenue**

Rapidly deploy self-service applications that can drive ancillary revenues. Offer interactive marketing, create new opportunities for cross-selling and up-selling products and services, such as frequent flyer enrollment, offering same day lounge access purchases, etc.

### **Get faster time-to-market with rapid application configuration and deployment**

NCR Netkey Designer enables you to build intuitive self-service applications with secure browser interfaces, URL restrictions and surf control, and input lockdown to prevent unauthorized access to the kiosk operating system or your network.

### **Improve efficiency with cost-effective systems management**

NCR Netkey Manager centrally controls the distribution of location-specific content, including attract loops, rich media assets, software patches and application pages across thousands of devices, while tracking and measuring use and effectiveness.

# NCR Netkey delivers a total solution:

## + UNIFIED PLATFORM

for interactive kiosks  
and digital signage

## + SOFTWARE DEVELOPMENT ENVIRONMENT

to create engaging consumer  
experiences

## + SCALABLE, ENTERPRISE-CLASS PLATFORM

to deliver and manage from tens  
to tens of thousands of digital  
touchpoints



### Infrastructure (NCR)

- Hardware
- Installation
- Field Services
- Program and project management

### Software (NCR Netkey)

- Self-service applications
- Digital signage
- Enterprise or SaaS
- Management platform

### Content (Partners)

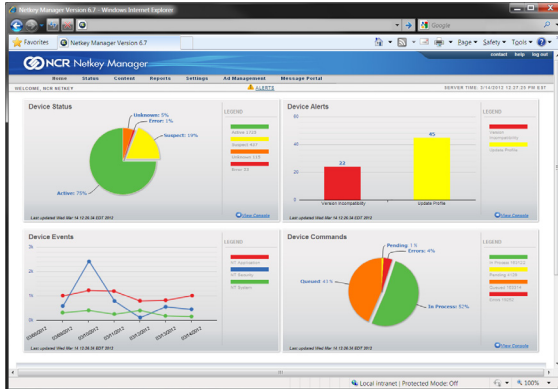
- Strategy
- Digital media
- Agency services
- Creative and production

## Hardware

The NCR Netkey platform utilizes industry-standard PC hardware and operating systems, allowing you to utilize compatible hardware from any vendor or select NCR pre-certified hardware partner solutions. NCR offers a variety of integrated networked digital signage appliances, as well as interactive touchscreen displays, HD monitors and media players that operate in the same platform used to manage other content.

# Platform Modules

## Netkey Manager



- + Application and device management service
- + Centralized administration
- + Secure remote monitoring
- + Comprehensive content management and scheduling
- + Playlist creation
- + Date and day-part
- + Reporting and analysis
- + Robust security
- + Highly scalable

## Player Runtime

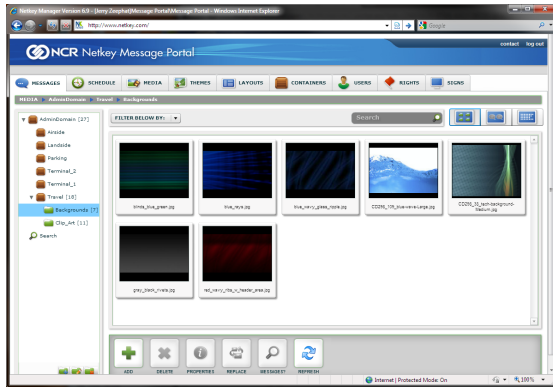


- + Digital signage/ kiosk device level player software
- + Usage and error reporting, intelligent version control, outbound communication and self-healing properties
- + Runtime and Agent Framework modules
- + Netkey API
- + Executes content schedules and playlists



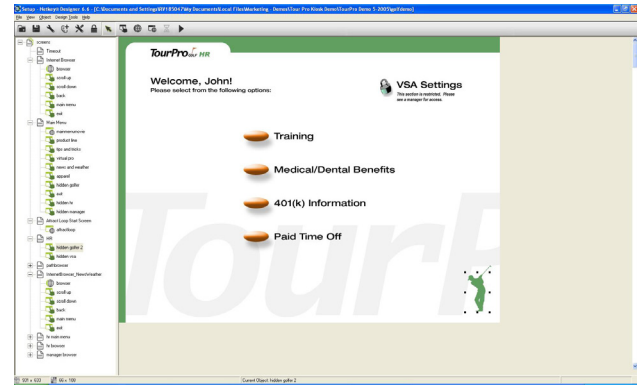
# Platform Modules

## Message Portal



- + Web-based portal for creating local messages and ad-hoc content
- + Pre-defined templates and full creative control at HQ
- + Simple graphical message creation and editing
- + Control color, fonts, embed images, etc.
- + Publish only to local signs
- + Highly granular, hierarchical permissions controls

## Netkey Designer



- + Feature-rich software toolkit for designing self-service user interfaces and assembling interactive applications
- + Robust security configuration
- + Easy integration of peripheral devices such as bar code scanners, magnetic stripe readers, etc.
- + Aggregates web and rich media content



## NCR Netkey Wayfinding

NCR Wayfinding is a complete solution designed specifically for the dynamic, ever-changing demands of large public facilities like airports. It is a modular application deployed as a part of NCR Netkey solution and provides powerful navigational capabilities.

Designed with an intuitive multi-lingual interface, and backed by a centralized, data-driven map architecture, NCR Wayfinding is an innovative self-service solution designed for the needs of travelers today and tomorrow.

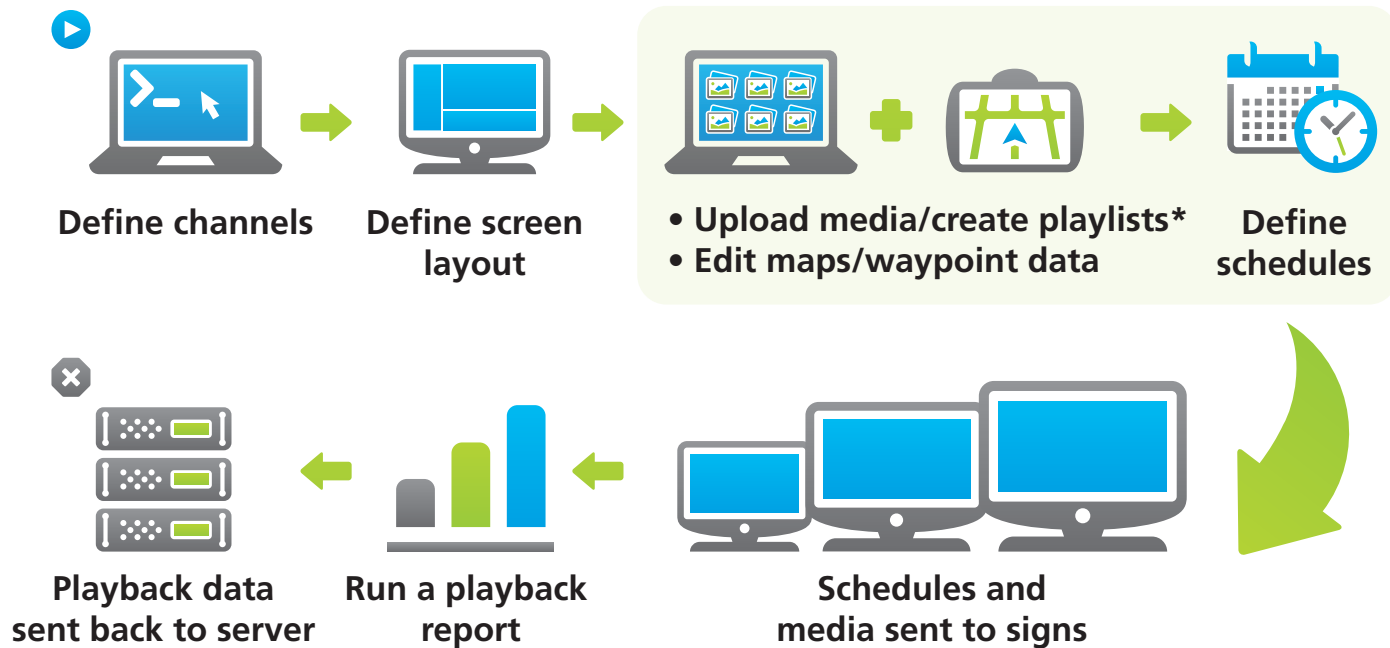


## NCR Netkey Wayfinding Features:

- + Simple to use, intuitive interface.
- + 100% browser-based management. No client installs needed.
- + Full reporting and live system health monitoring.
- + Data-powered maps allow for easy centralized updates and relocation of endpoints.
- + Displays show destinations and the best route to take
- + Passengers can view the quickest route to their gate by scanning their paper or mobile boarding pass on an integrated scanner.
- + Dynamic Map definitions allowing for temporarily blocking areas, adding restrictions to areas or changing the floor plan.
- + Advertising and interactive applications (e.g. hotel booking) are optional capabilities
- + System security is truly best-in-class, with three US patents for security.
- + Software is extensible and can accommodate a broad selection of other self-service functions, including marketing, secure website access, and even financial transactions.
- + Hardened and secure industrial enclosures designed for high-traffic environments and heavy usage, while being easy to clean and maintain.
- + Solution is backed by the stability and world-class self-service expertise of NCR, the global leader in airport self-service solutions.



# How NCR Digital Signage Works



\*Build playlist or schedule individual media files.



### Create and import media

Creative content can include Flash, video and images in any combination. NCR Netkey is web-based making it is easy to deploy, media can be created and uploaded to the system remotely (e.g. by ad agency).



### Configure and automate externally driven content

Digital signage content can be driven by external datasources, for example; web pages, weather, flight schedules (FIDS) and more.



### Program media by scheduling and targeting content

Content can be scheduled by time, date and frequency and also location



### Distribute content to digital signage endpoints

Downloads can be scheduled during non peak hours and distribution can be via local WiFi or Ethernet network, analog modem, 3G/4G cellular modem and even satellite.

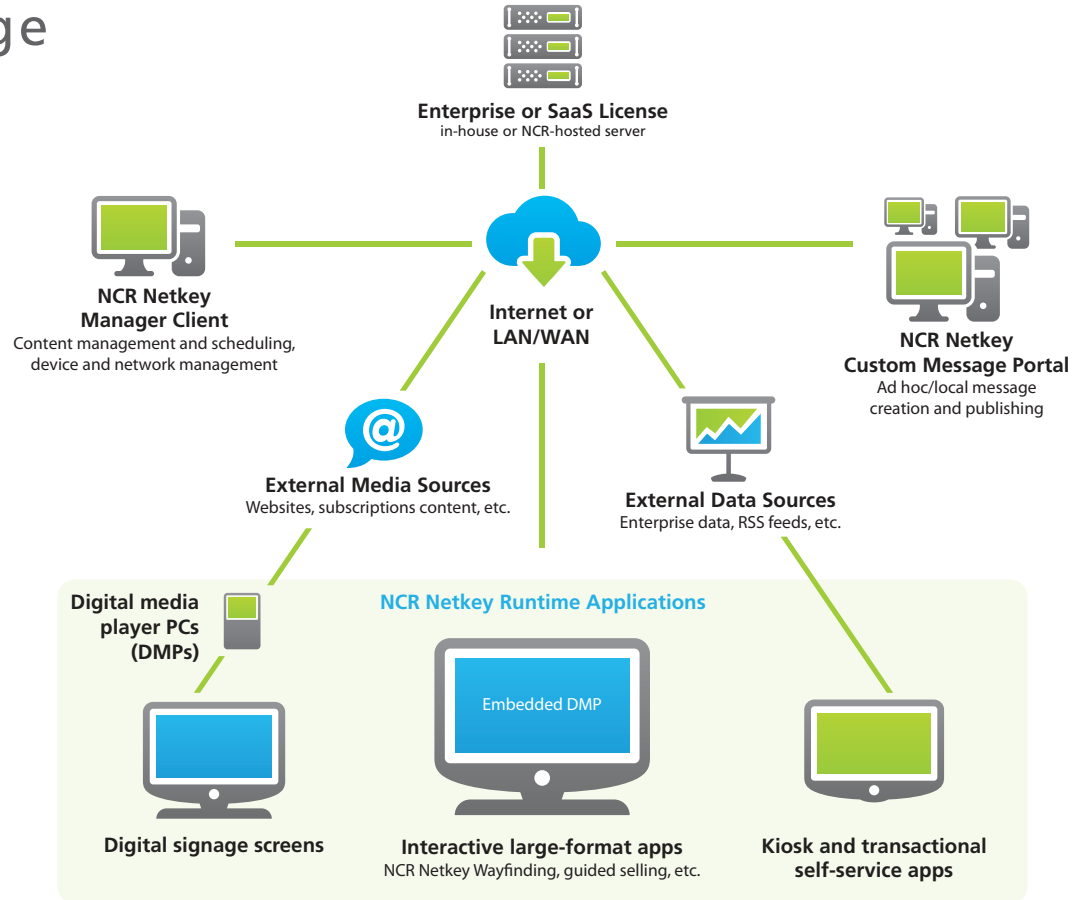


### Report back and monitor ongoing status

System administrators monitor the health of the system and email notifications are received if players are down or if network connections are lost. Proof-of-play reports of when and where content is played, interactive app activity reports on app usage, touches (clicks, etc.) are also available.

# Digital Signage Network Architecture

A central server acts as the hub and communicates with the store's devices via the Internet. The central server provides a host of key operational functions, including scheduling content, remote monitoring to ensure that the kiosks and signs are operational, and reporting on customer use of the kiosks.





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