



**CAMPAIGN: COMMERCE MADE COMPLETE**  
**CLIENT: NCR CORPORATION**  
**FABRICATOR: RES EXHIBIT SERVICES, LLC**



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**F**or more than 130 years, NCR has helped companies better connect and interact with customers through everyday transactions. With its software, hardware, and portfolio of services, NCR enables more than 550 million transactions daily.

#### CHALLENGE:

NCR was looking to update their look and visitor experience of their tradeshow program, starting with NRF. With so many solutions for different segments of retail, as well as various stages of the supply chain, NCR needed a strategic approach to showcase the diversity of their solution offerings while highlighting how it all works together to provide omni-channel retail solutions to stores and shoppers alike.

#### SOLUTION:

RES designed a custom exhibit to address NCR's biggest show (70' x 70'), as well as their smaller spaces throughout the year. The largest booth at NRF, NCR's exhibit featured a 1,000-square-foot deck for casual meeting space and private conference areas. Themed vignette areas, representing major vertical markets, included custom window display units; fabric graphic towers; and market specific demo solutions. The focal point of the exhibit featured a 32' wide LED video tower, as well as "Connected City", an Augmented Reality experience at the center of the exhibit.

#### RESULT:

Through the augmented reality experience, attendees were able to explore a virtual city and discover the benefits and insights of the full range of NCR solutions. Over 5,000 impressions were made over the three day show, and it provided NCR staff an engaging tool to communicate the interconnectivity of NCR's hardware and software offerings.

For a video case study of NCR's Connected City, visit [www.res-exhibits.com/ncr-connectedcity](http://www.res-exhibits.com/ncr-connectedcity) ■

