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NEWS RELEASE

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NCR'S SYSTEMEDIA DIVISION AWARDED RFID LABEL CONVERTER QUALIFICATION FROM ALIEN TECHNOLOGY®

Designation enhances RFID labeling solution for manufacturers

DAYTON, Ohio - [NCR Corporation](#) (NYSE: NCR) announced that its Systemedia Division, a manufacturer of world-class printer consumables, has been certified under Alien Technology® Corporation's qualification program for radio frequency identification (RFID) label converters.

Alien Technology's certification confirms that NCR RFID label products are manufactured to Alien's specifications for high performance in a Class-1 UHF environment. The NCR solution is designed to reduce failure rates for manufacturers by increasing the reliability and consistency of RFID labels for cases and pallet marking - offering a label supply that approaches 100 percent reliability.

"Manufacturers need a high-quality, reliable RFID product in scaleable quantities. NCR understands that production or receiving lines cannot slow down for faulty labels," said Mark Quinlan, vice president and general manager for NCR's Systemedia Division. "Participation in Alien Technology's qualified partner program demonstrates our ability to maximize label reliability in a high-speed, large-capacity production environment. Our ISO 9002 processes will hold that quality and consistency over time."

The high-capacity NCR equipment and processes utilize automated inspection of RF components and speed manufacturing throughput while increasing product yields and reliability.

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Product reliability helps RFID users reduce operational, labor and resource costs, and create supply-chain efficiencies.

"Alien's certification strengthens NCR's overall RFID offerings," said Ellen Boerger, NCR RFID director. "NCR has committed to help our customers implement RFID technologies from production through the point of sale by providing RFID label consumables, leveraging our retail store experience, identifying cost-saving opportunities with data warehousing and analytics and extending worldwide customer service support."

Backed by world-class technology and more than 100 years of experience, NCR Systemedia manufactures business consumables that are designed to maximize system uptime, minimize total cost of ownership and enhance system capabilities for the financial, retail and manufacturing industries, as well as the small- and home-office environment.

"We are pleased to partner with NCR Systemedia as part of the Alien Partner Qualification Program. Participation requires high standards for label performance and reliability, and we are confident in Systemedia's ability to deliver labels of the highest quality and reliability," said David Bledsoe, Alien Technology director of OEM and Consumables.

About Alien Technology Corporation

Alien Technology Corporation is a leading provider of Radio Frequency Identification (RFID) products for global customers in government, retail, manufacturing, pharmaceuticals, transportation and other industries. Using its patented manufacturing process, Fluidic Self Assembly (FSA(R)), Alien manufactures EPC tags in very high volumes and at low cost. The company also provides RFID readers for a variety of applications including supply chain management, logistics, and anti-counterfeiting, to improve inventory management and reduce operating costs. Alien is an active member of EPCglobal. More information about Alien Technology Corporation can be found on the company's Web site at www.alientechnology.com. Alien, Alien Technology, the Alien logo and FSA are trademarks or registered trademarks of Alien Technology Corporation in the United States and other countries.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's ATMs, retail systems, Teradata(R) data warehouses and IT services provide Relationship Technology(TM) solutions that maximize the

value of customer interactions and help organizations create a stronger competitive position.
Based in Dayton, Ohio, NCR (www.ncr.com) employs approximately 28,500 people worldwide.

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