

Are your ATMs positively impacting your brand?

Take advantage of high quality color LCD displays with NCR APTRA Software and Custom ATM Graphics to better represent your Brand.

ATMs continue to be the number one delivery channel for many FI customers. Many ATMs still use old CRT monitor technology with mainframe looking text messaging screens. This technology makes using ATMs extremely difficult in certain conditions, and presents a less than positive experience for most users.

To solve this problem, many FI's look to new ATMs with sunlight readable color LCD monitors and advanced Windows based applications, like NCR's APTRA Edge software that offers an enhanced graphical user interface for a more positive user experience. Others choose to upgrade existing ATMs with NuSource's NuVision Color LCD's and new NCR APTRA software to provide a more positive user experience.

Improving the ATM transaction experience positively impacts your brand.



BRANDING

A brand is a company's face to the world. It is the company's name, how that name is visually expressed through a logo, and how that name and logo are extended throughout an organization's communications. A brand is also how the company is perceived by its customers -- the associations and inherent value they place on your business.

Do your ATMs adequately represent your BRAND ?



Improve your brand image with NCR APTRA Software, Custom Marketing Screens & Color LCD Monitors

CRT Monitor with OS/2 Software and text based menus

- ✓ Smaller CRT Displays
 - Monochrome in color
 - Difficult to read
- ✓ Text based menus
 - Visually less attractive
 - Signifies outdated technology



Color LCD Monitor with standard ATM software & text menus

- ✓ Larger Displays
 - Multi-color support
 - Much easier to read even in direct sunlight
- ✓ Color Graphic Support
 - Modern Looking Display
 - Helps Promote FI Brand and Image



Color LCD Monitor with standard ATM software, custom screens, text menus

- ✓ Larger Displays
 - Multi-color support
 - Much easier to read even in direct sunlight
- ✓ Color Graphic Support
 - Modern Looking Display
 - Helps Promote FI Brand and Image



Color LCD Monitors, NCR APTRA EDGE software, Custom Screens & Graphic Menus

