



NCR EasyPoint™ 53

MORE ↗ RESULTS

What is the EasyPoint 53?

The EasyPoint 53 is a self-service ATM designed for retail locations, offering ease of replenishment and servicing. Through a class leading small footprint, it maximises profit per square foot where space is at a premium.

Ideal for locations with a low footfall, the EasyPoint 53 offers cash withdrawals generating significant revenue opportunities for deployers through surcharge and interchange fees.* You can also offer other convenient products and services such as movie ticket purchasing through NCR's unique *iATM*global solution.

In addition, indirect revenue can be received from an increase in footfall and higher basket spend.

The EasyPoint 53 offers fantastic opportunities for your own or third party advertising, low cost promotion and extension of your brand.

A small ATM is not such a new idea. However, a small ATM that runs at a profit from six transactions per day, has the largest in class 7.7" colour screen, complies with all mandatory industry security standards and gives your customers cash, is.

MORE RESULTS

- Low total cost of ownership allows placement in sites previously not cost effective for ATM placements.
- Impressive return on investment - every \$40 withdrawn from an ATM in a retail location generates up to \$1 in incremental profit for the deployer.
- Up to 25% increase in store turnover as a result of increased footfall to retail locations.

The EasyPoint 53 offers:

- Offers up to two cassettes allowing two denomination dispensing or a media dispensing option e.g. stamps.
- PC driven to enable web-based e-Commerce transactions.
- Flexible deployment options - counter-top or pedestal available.
- Encrypting PIN Pad (EPP) is PIN security compliant:
 - Triple DES encryption
 - Certified as compliant with ISO standard definitions of a "Physically Secure Device" (ISO 9564-1, ISO 13491-1, ISO 13491-2).**
- The EPP is capable of supporting remote key download - for enhanced security and lower cost of ownership.

Why NCR?

- More retail ATMs deployed worldwide than any other vendor (over 100 countries).
- End-to-end solution, offering comprehensive support and services capability.
- Complete hardware portfolio to suit all transaction volumes and locations.
- Proven success and leadership in both financial self-service and retail.
- Financially robust company with a clear commitment to retail deployment of ATMs.

* Subject to country regulations
** ISO (International Organisation for Standardisation)

