



# NCR EasyPoint™ 57

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# What is the EasyPoint 57?

The EasyPoint 57 is designed for deployment in retail locations as well as financial institution branches. While inheriting the traditional build quality and levels of security expected from NCR the EasyPoint 57 incorporates new specific features that make it the ATM of choice for retail locations.

The proposition for both financial institutions and retailers is compelling. An EasyPoint 57 deployed in a retail location can generate significant revenue both directly through fees as well as indirect revenue, through an increase in store traffic, higher average sales and improved customer convenience and loyalty.

Recognising the demand for common applications across the self-service network, the EasyPoint 57 is capable of running on a Windows® XP platform.

This allows for the first time common APTRA™ applications to be run across both the Personas™ and EasyPoint product range allowing ease of integration into the existing network and consistent customer messaging.

Excelling in lower traffic locations where space is at a premium, the EasyPoint 57 offers ease of replenishment, servicing and management, maximising profit per square foot. With an integrated back-lit logo panel the EasyPoint 57 offers opportunities for your own or 3rd party advertising.

This makes the EasyPoint 57 the ultimate solution for convenience, allowing profitable deployment at sites that were not traditionally considered suitable for an ATM.

## 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- Impressive return on investment - every \$40 withdrawn from an ATM in a retail location generates up to \$1 in incremental profit for the deployer.\*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 incremental sales as a result of increased foot traffic to retail locations.

### The EasyPoint 57 offers:

- Windows XP enabled to allow common applications across the self-service network.
- Multiple communication options offering ease of installation and placement flexibility.
- Encrypting PIN Pad (EPP).
- The EPP is capable of supporting remote key download – for enhanced security and lower cost of ownership.

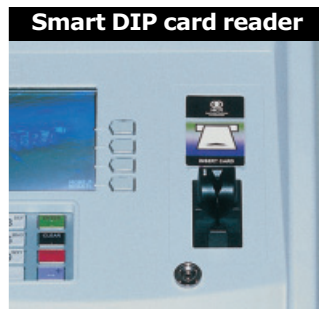
### Why NCR?

- 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.

\* Source based on NCR experiences  
 \*\* Source Convenience Store Location



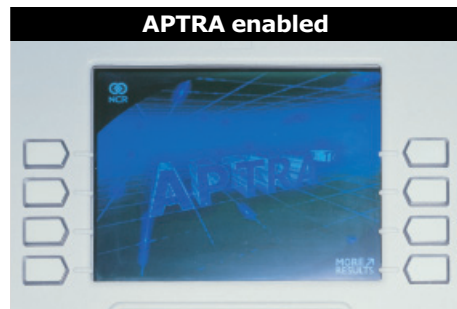
**Encrypting PIN Pad**



**Smart DIP card reader**



**Advertising/logo panel**



**APTRA enabled**



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