

WINCOR NIXDORF

Press release

Wincor Nixdorf Showcases Innovative Retail Applications at RetailNow 2014 In Orlando, Florida

Wincor Nixdorf's Don Paschal Presents at RetailNOW Conference Discussing Mega-Trends in the Retail Industry

Orlando, FL - August 04, 2014 - [Wincor Nixdorf](#) today unveiled its agenda for the [RSPA RetailNow 2014](#) event, taking place August 3-6, at the Gaylord Palms Resort in Orlando, Florida.

Exhibiting in booth #932, Wincor Nixdorf is announcing a number of enhancements to its "Spirit" Retail Partner Program. The company will showcase innovative retail applications with partners [GWare](#) and [Crimson Transaction Technologies](#). Wincor will also launch both a deli and a quick-service order & pay application.

Wincor's Spirit Partner Program provides partners with access to the broadest and most innovative retail solutions portfolio available worldwide. The portfolio includes a range of solutions including POS, kiosk, automated checkout and retail cash management. The program also features flexible service options, extensive training and sales support, marketing and lead generation activities, special incentives and rebates, as well as eliminating channel conflict for partners.

At RetailNOW, Wincor Nixdorf is showcasing two of its retail partners' solutions:

- [Crimson Transaction Technologies](#) (previously Millennium Retail Solutions), is demonstrating its Specialty Retail Store Systems application for Specialty Retail stores that runs on Wincor's BEETLE /iPOS+ Advanced, a touch-based, all-in-one point of sale terminal.
- [GWare](#): is showcasing its deli "Now Serving" software solution for the independent grocery retailer. This easy to use customer-facing application runs on Wincor Nixdorf's BEETLE /Express, touch-based self-service terminal.

Don Paschal, head of the North American Channel for Wincor Nixdorf's Retail Division, is presenting a RetailNOW session discussing "Mega-trends in Retail". In this session, Don will examine the technology trends that will have a potential impact upon RSPA members' businesses.

Visit us in Booth #932 at RetailNOW, or contact Sarah Porter at sarah.porter@wincor-nixdorf.com for [further information](#).

About Wincor Nixdorf:

Wincor Nixdorf is one of the world's most successful IT solution specialists for process optimization at the consumer touch-point, covering its core industries of banking and retail. With its U.S. headquarters located in Austin, Texas, Wincor Nixdorf Inc. provides a broad range of innovative hardware and software solutions, complemented by high-end services to many of the world's biggest and most well-known business organizations, raising overall efficiency of procedures and workflow to improve consumer engagement and reduce operational costs. Wincor Nixdorf has a presence in more than 130 countries and annual sales revenue of approximately \$3 billion. For more information, visit <http://www.wincor-nixdorf.com/usa>.

Contacts:

Todd Keefe

Crosswind Communications

617-262-1069

Tkeefe@crosswindpr.com