



## Diebold Nixdorf's Showcase at NRF 2019 Enables Retailers to Cash in with Digital Consumer Engagement

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### *Partners with Google and Instagram to digitally drive in-store sales*

NEW YORK and NORTH CANTON, Ohio – Diebold Nixdorf (NYSE: DBD), a world leader in enabling connected commerce, will showcase solutions that empower retailers to transform consumer and staff journeys at the National Retail Federation's (NRF) 2019: [Retail's Big Show](#), Jan. 13-15 in New York. In booth #4800, retailers can experience Diebold Nixdorf's software-powered solutions driving its [Storevolution™](#) strategy designed to enable seamless, intuitive and connected retail journeys across physical and digital touchpoints.

As the in-store retail experience continues to evolve, Diebold Nixdorf understands the critical need to put the consumer at the heart of this transformation and integrate digitally-enhanced solutions to best meet their demands. The company offers an agile suite of personalized consumer engagement options, mobile enabled touchpoints and store automation systems.

Retailers can deliver targeted, personalized consumer experiences with the [DN Vynamic™ Retail Software Suite](#). In partnership with [Google](#), [Vynamic Demand](#) and [Vynamic Engage](#) enable retailers to close the loop on digital advertising from mobile and online all the way through in-store and point of sale – providing retailers with specific ad attribution statistics. Diebold Nixdorf has also partnered with Instagram to offer similar, personalized advertising via the popular social platform. Retailers can now reach people with relevant 'just in time' advertising when and where they want to shop in specific areas or products.

Another demonstration shows how consumers can initiate a request through their smartphone via [Vynamic Mobile Retail](#) for help or information on a product in an exact location in-store. The service request is sent to all store staff along with the location of the consumer. To further personalize the shopping experience, Vynamic Mobile Retail supports promotions related to shoppers' actual position and profile with [Vynamic Engage](#).

Diebold Nixdorf is reinventing self-service to increase speed, convenience and automation across various segments and store formats. Based on transaction data from stores around the world, Storevolution™ Advisory Services designs the transformation of the retailers' checkout zone by utilizing self-service technology like the [BEETLE/iSCAN eXpress](#), the [K-two](#) or Personal Self-Scanning devices, paired with RFID technology or artificial intelligence. Retailer-specific integrations of self-service technology enhance the consumer experience, stimulate personalized consumer interactions and, therefore, drive sales.

On display are also innovative solutions specifically geared towards quick service restaurants (QSRs), including a smart fridge using weight recognition to add chosen items to consumer's purchases and automatically initiate a re-order, and image recognition, connected to self-service kiosks to automate the checkout process and enhance overall store and restaurant operations.

"More and more, we're seeing the impact of digital solutions on the retail landscape and how powerful the shopping experience truly is," said Hermann Wimmer, senior vice president, global retail at Diebold Nixdorf. "We are committed to meeting our customer's demands and partnering with industry leaders such as Google and Instagram to offer highly personalized, operationally efficient solutions to create the store of the future."

### **About Diebold Nixdorf**

Diebold Nixdorf, Incorporated (NYSE: DBD) is a world leader in enabling connected commerce for millions of consumers each day across the financial and retail industries. Its software-defined solutions bridge the physical and digital worlds of cash and consumer transactions conveniently, securely and efficiently. As an innovation partner for nearly all of the world's top 100 financial institutions and a majority of the top 25 global retailers, Diebold Nixdorf delivers unparalleled services and technology that are essential to evolve in an 'always on' and changing consumer landscape. The company has a presence in more than 130 countries with approximately 23,000 employees worldwide. Visit [www.DieboldNixdorf.com](http://www.DieboldNixdorf.com) for more information.

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