



Diebold Nixdorf to Showcase Software-Driven Technologies at Shop.org for Secure, Seamless and Personalized Consumer Journeys

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Las Vegas and NORTH CANTON, Ohio – Diebold Nixdorf (NYSE: DBD), a world leader in driving connected commerce, will showcase its latest retail solutions at Shop.org, September 12-14 in Las Vegas. At stand 604, Diebold Nixdorf will present digitally enabled shopping journeys that redesign the customer experience and enable new business processes – supporting end-to-end retailer and consumer journeys.

With the [DN Vynamic™ Retail Software Suite](#), Diebold Nixdorf will demonstrate how retailers can succeed in mastering consumers' real-life challenges in the world of retail. With [Vynamic™ Demand](#) retailers can finally close the marketing loop and track the consumer's shopping behavior from initial awareness up to the actual purchase – across offline and online channels at home, in store and on-the-go. Based on audio fingerprinting, geo-fencing and beacon technologies, this solution allows retailers to drive more traffic to their stores and interact with shoppers wherever they are. They are enabled to analyze and optimize their campaigns using behavioral patterns and transactional data.

Another showcase from the company will reveal how consumers who see advertising or product placement for a particular product on their television can receive a digital coupon in real time for that same product on their smartphones. A demonstration will show geo-location technology that allows recognition of frequent shoppers in the vicinity of the store and provides them with instant discounts and coupons that can be redeemed in store.

Diebold Nixdorf will also demonstrate how coupons can be redeemed in store. Consumers can use their smartphones and the [Vynamic™ Mobile Retail app](#) to scan further items, manage their loyalty rewards and pay for their purchases.

"Consumer expectations are rapidly changing, and we must evolve our own technology and experiential offerings to meet them. With the DN Vynamic product suite, we are supporting the transformation from a channel-centric to a consumer-centric approach, extending our reach into every facet of the consumer journey, from start to finish," said Patrick O'Donnell, vice president of Retail at Diebold Nixdorf. "At Shop.org, we will demonstrate how we can partner with retailers who recognize the need to transform and will showcase our integrated product, software and services solutions powering the future of retail."

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 for more information.

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