

PayPal Strikes A Deal With In-store Tech Company NCR

CNET

eBay's payment division PayPal will soon add deeper integration with retailers into its digital wallet that will result in a richer shopping experiences from consumers' phones thanks in part to a new partnership with point of sale company NCR.



The companies are teaming up to bring PayPal's digital wallet app into stores that are already using NCR's self-service and promotion management technologies in their retail locations. By combining efforts PayPal will be able to integrate its payment service and app with technology that retailers are already using, opening up many possibilities for interaction between merchants and customers directly in stores.

What this means for consumers is that they will get richer experiences from their digital wallet. For example, at a restaurant someone will be able to page a busy waiter directly from their smartphone instead of trying to flag him down. And then they will be able to pay the bill directly from their PayPal digital wallet app on their smartphones. Or they will be able to order an item from their phone or some other Web-connected device ahead of time, schedule a pick up time and skip the line to pick up their items.

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