



> Retail Store Automation: Bringing Vision to Every Level of Retail

Revolutionary Retail

Improving the In-Store Experience

Delivering a valuable and relevant in-store shopping experience for today's sophisticated and digitally connected consumer is the most difficult challenge in retail. The shopper expects to research and compare products transparently regardless of channel and shopping methods. They also expect fulfillment of their purchases to match their particular need for each shopping interaction whether in-store or delivery options to home, store, secure location, or even drive-up.

The delivery and redemption of targeted promotional offers and the update of loyalty information must be easily and quickly accomplished by in-store systems through easy and intuitive interaction with the shopper and their mobile device.

Datalogic is applying new advanced technology to products and solutions that allow the retailer and key system integrator partners around the world to reinvent and improve the in-store shopping experience.

SHOPPING EXPERIENCE

One key to delivering a relevant and valuable shopping experience is the interaction with informed and helpful store associates. Datalogic has developed a full range of mobile computers that puts enterprise level information into the hands of each associate.

Store associates must be enabled to deliver assistance and information to shoppers so when a customer asks for in-store or on-line product availability, help with ordering, product features information, product comparisons, promotional offers, or even mobile POS checkout, the associate can fulfill the need.



For Today's Shoppers

THE CHECKOUT EXPERIENCE

Retailers are devoting significant resources to bringing value and relevancy to the retail in-store shopping experience. Store remodels, new targeted merchandising, expanded private label brands, and technology enabled sales associates – all strategies for bringing the shopper to the store. But what happens to that shopping experience if the customer has to wait in a long line at the checkout?

Shortening checkout wait times, offering multiple checkout options that match the shoppers' objectives, and the ability to quickly interact with the retailer using mobile coupons and loyalty programs is critical.

Checkout requirements are influenced by a customer's available time, number of items, and time of day. Datalogic provides retailers with the ability to customize their checkouts based on store format and the needs of their customers.



Small transaction self-checkout scanners, self-shopping systems, mobile POS, specialty store bar code readers, high-speed automated scanning lanes, or traditional lanes with high performance scanners – all available from one company, Datalogic.

Store Mobility

Whether in-store or online, shoppers expect access to inventory information. This hyper-accurate inventory data is available to associates armed with Datalogic mobile computers that can alert them on out-of-stock products, allow access to enterprise wide inventory data, make price changes at the shelf, input orders, and receive products. Datalogic's full range of mobile computers offer a model and configuration that can be customized to match the task at hand.

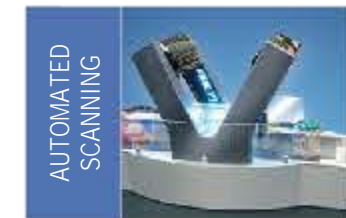
Reducing Shrink

The need to improve operational efficiency is an on-going requirement. Losses from shrink, either intentional or through negligence, results in "margin leakage". Retail stores need automated solutions to prevent or eliminate the temptation and opportunity of losses due to theft or negligence. Datalogic technology helps prevent shrink and maximize margin at the checkout.

Applied Technologies

For over forty years Datalogic has been inventing, adapting, and applying technology to create business solutions for retail store automation problems. From the first scan of a bar code in a retail store to today's advanced high-performance imaging technology, Datalogic has driven retail business process improvements enabled by our technology advances. New products use high-speed imagers, visual pattern recognition software, and completely automated checkout scanning to improve operational efficiencies and create improved shopping experiences.





AUTOMATED SCANNING

Automated Scanning

The shopper places items on a checkout belt as usual but the items are then automatically scanned without human intervention. The automated scanner can read bar codes in any orientation at speeds much higher than traditional manual scanning - significantly improving efficiency and the shopping experience.

Typical Retail Environments: Hypermarkets, Superstores, Supermarkets, Mass Merchandise stores, and Warehouse Clubs

- Very high speed - roughly three times faster checkout - improves the shopping experience
- Can be used in self-checkout or fully attended modes
- Uses multiple technologies to recognize items with no manual intervention



SELF-SHOPPING

Self-Shopping

Products are scanned by the shopper and placed directly into bags and into the cart - items do not need to be unloaded or scanned at checkout so shopper can avoid traditional checkout lines.

Typical Retail Environments: Hypermarkets, Superstores, Supermarkets, Mass Merchandise stores, and Warehouse Clubs

- Shopper uses retailer-supplied mobile device or a smartphone application
- Product characteristics and nutritional content information can be provided
- Shopper-personalized offers and promotions delivered at point-of-purchase
- Product information, net price and running total are displayed



POINT-OF-SALE CHECKOUT

High Volume Checkout

Characterized by large numbers of transactions with large number of items per transaction.

Typical Retail Environments: Hypermarkets, Superstores, Supermarkets, Mass Merchandise stores, and Warehouse Clubs

- High-performance scanning
- Reading of consumer mobile device for mobile coupon/loyalty redemption
- Integrated weighing of variable weight items
- Queue-busting
- Large item bottom-of-the-basket (BoB) scanning

Medium Volume Checkout

Characterized by high to medium number of transactions with fewer items per transaction.

Typical Retail Environments: Convenience Stores, Petrol Forecourts, Drug Stores

- Fast, accurate scanning
- Reading of consumer mobile device for mobile coupon/loyalty redemption
- Identity/age verification
- Counterfeit detection and verification of currency

Specialty/Apparel Checkout

Characterized by medium number of transactions with small number of items per transaction with hanging tags on soft-goods.

Typical Retail Environments: Apparel, Boutiques, Shoe Stores, other small counter retail

- Fast, accurate scanning (usually handheld)
- Reading of consumer mobile device for mobile coupon/loyalty redemption
- Electronic Article Surveillance (EAS) tag deactivation



Store Associates enabled with mobile devices render more relevant and timely information to the shopper aimed at closing in-store sales.

Typical Retail Environments: Virtually all retail in-store environments but especially prevalent with stores with higher value items such as electronics and apparel

- Mobile POS
- Inventory availability in-store or nearby stores
- Inventory extension - ordering non-stocked products
- Information delivery on product features with product comparisons/alternates

Mobile Shopper Assistance



MOBILE SHOPPER ASSISTANCE

Store Associates enabled with mobile devices improve the operational efficiency of store operation processes.

Typical Retail Environments: All retail in-store environments

- Product Ordering and Transfers
- Direct Store Delivery (DSD) receiving and verification
- Shelf Price Maintenance
 - Fast, accurate execution of price and promotion optimization systems pricing implementation
 - Quick response to competitive price changes
 - Assure price changes to support cross-channel price transparency

Mobile Store Operations



MOBILE STORE OPERATIONS

Characterized by a number of new technologies and applications that aim to reduce retail margin leakage due to losses from theft (both customer and internal), inadequate training, or associate negligence.

Typical Retail Environments: All retail in-store environments

- Bar code readers equipped with integrated Electronic Article Surveillance (EAS) tag deactivation
- All-Weights™ scale platter on high volume scanner/scales reduces produce shrink
- ScaleSentry™ Shrink Monitoring/Prevention System automatically prevents loss from under-weighing variable weight items like produce
- ViPR® item recognition software identifies items on bottom of cart/trolley and prevents losses
- Handheld readers equipped with counterfeit detection features improves verification of currency and identification cards

Loss Prevention and Shrink Reduction



LOSS PREVENTION AND SHRINK REDUCTION

Jade X7 Automated Portal Scanner

The advanced imaging technology of the Jade™ X7 portal scanner is the key building block that allows retailers and their system integration partners to re-invent the retail checkout process and increase the overall shopping experience for their customers.



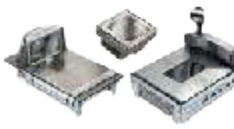
Shopevolution & Joya Self-Shopping Solution

Shopevolution™, Datalogic's self-shopping middleware, can easily be integrated with all front or back office systems, as well as with all POS, self-payment or loyalty applications. The Joya™ self-shopping pod makes the ideal companion for a fun and exciting shopping experience.



Magellan In-Counter High Performance Scanners

Magellan™ bar code scanners are synonymous with high performance and extreme reliability. This number one brand of high-volume scanners handle more transactions and reduce checkout times better than any other scanner.



LaneHawk LH4000

LaneHawk™ LH4000 is a loss prevention solution that turns the bottom-of-the-basket (BOB) into profits in real-time. The LaneHawk unit detects and recognizes these items as part of the transaction, assuring that customers pay for all of their merchandise during checkout.



On-Counter Presentation Readers

From low-to-medium volume POS applications such as those in convenience, specialty, and drug stores. Datalogic's wide range of presentation readers offer a variety of form factors and features to solve any data collection need.



General Purpose Handheld Readers

The wider range of general purpose handheld readers offer customers a variety of choices for their data collection activities. Product sets offer conventional laser, linear or area imaging technology, plus a variety of features to meet specific needs.



PowerScan Industrial Handheld Readers

Datalogic's PowerScan™ industrial handheld readers are data collection's definitive example of ruggedness and durability. Often imitated, but never rivaled, the PowerScan products rise above the fray with their outstanding performance and unyielding reliability.



Mobile Computers

Datalogic's mobile computers include pocket-sized to full alpha-keyboard handheld devices, industrial PDAs, pistol-grip terminals, and vehicle mounted computers that guarantee customers the highest level of compatibility and openness to industry standards.



Datalogic's innovative retail store automation products bring vision to every level of retail. Inventing, adapting, and applying advanced technology to retail store automation, Datalogic's latest data acquisition technology guarantees absolute precision and maximum efficiency while creating a better shopping experience for your customers.

About Datalogic

Solutions for Automatic Data Capture Market

Datalogic is the leading expert in Retail store automation checkout and mobile solutions. High performance checkout scanners are in use by all of the top ten global retailers, mobile solutions in over 500 self-shopping installations and handheld readers deployed as the product of choice by more than 30,000 customers around the world.

Datalogic is the worldwide leader in retail point-of-sale scanners and additionally offers the most complete line of handheld readers in the industry plus a full range of rugged mobile computers dedicated to warehousing solutions, field-force automation, retail in-store and healthcare applications.

The Art of Automatic Identification

With solutions used in over a third of the world's checkouts, airports and mail sorting offices, Datalogic is in a unique position to deliver solutions that can make life easier and more efficient for people. Core specialties are automatic data capture and industrial automation for Retail, Manufacturing, Transportation & Logistics and Healthcare industries.

As a total solutions provider, Datalogic has a long history of creating innovative bar code readers, data collection mobile computers, sensors, vision systems and laser marking systems that meet the ever-changing demands of industry. In fact, it is the dedication to exceeding customer expectations that has resulted in the widest range of high-performance products and solutions in the industry. Companies around the world trust Datalogic to provide reliable solutions that drive real benefits to their bottom line.

Built on Innovation

Datalogic's state-of-the-art technologies are the result of a 40 year heritage of innovation, and more than 1,000 patents. The recent creation of a Business Development division listens to customers, improves core technologies, and drives the invention of products that solve customer needs, ensures a positive future for Datalogic.



www.datalogic.com

© 2013 Datalogic ADC, Inc. All rights reserved. Protected to the fullest extent under U.S. and international laws. Copying, or altering of this document is prohibited without express written consent from Datalogic ADC, Inc. • Datalogic and the Datalogic logo are registered trademarks of Datalogic S.p.A. in many countries, including the U.S. and the E.U. • Jade, Magellan and PowerScan are registered trademarks of Datalogic ADC, Inc. in many countries, including the U.S. and the E.U. • All-Weighs is a registered trademark of Datalogic ADC, Inc. in the U.S. • LaneHawk is a registered trademark of Datalogic ADC, Inc. in the U.S. and the U.K. • The Joya logo is a registered trademark of Datalogic ADC, S.r.l. in the U.S. and E.U. • Shopevolution is a registered trademark of Datalogic ADC S.r.l. in the E.U. • ScaleSentry is a trademark of Datalogic, ADC Inc. ViPR is a registered trademark of Evolution Robotics, Inc. licensed to Datalogic. • All other brand and product names are trademarks of their respective owners.

Product specifications are subject to change without notice.

BR-RETAIL-EN-EU REVISIONA 20131217