

RETAIL



> 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.



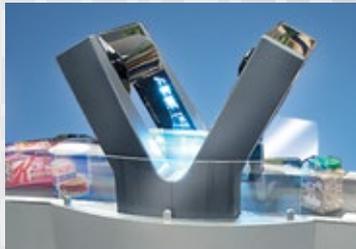
For Today's Shoppers

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.



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

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Product specifications are subject to change without notice.

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