

## THE DATALOGIC CHECKOUT EXPERIENCE AT NRF 2013

Eugene, OR USA – January 09, 2013 - The 102nd NRF Convention and EXPO, will be held in New York on January 13 – 16. It is here that the international retail community will meet to exchange ideas, network and experience demonstrations of ground-breaking solutions for the retail marketplace.

Improving the in-store shopping experience is priority one for retailers around the world. Datalogic considers the retail checkout as critical to the overall shopping experience because it is the last opportunity a retailer has to impress the shopper.

At NRF, Datalogic will demonstrate how they drive advanced technology into store automation products and solutions. These solutions enable the retailer and key System Integrator partners around the world to re-invent the retail checkout while providing the consumer with a significantly improved shopping experience.

Be sure to stop by Booth 1453 and witness the demonstration of various Datalogic innovative solutions and their approach to improving the customer shopping experience from entering the store through passing through the checkout.

Datalogic's revolutionary new Automated Scanning solution will be of great interest to the international attendees as they view the unique new type of checkout option offered by this solution increasing operational efficiency for high volume retailers.

The Magellan™ 9800i scanner-scale is the first multi-planed product to offer a full digital imaging data capture solution. This addition to the [Magellan family](#) of scanners, presents an exciting breakthrough innovation that is targeted for use in the highest volume retail checkout environment. An improved shopping experience for consumers can be realized through faster service when increasing the performance of high volume checkouts.

The implementation of mobile computers throughout the store enables store associates to increase customer assistance during the shopping experience through checking real time inventories, pricing, future sale pricing and stock location. The use of Mobile POS applications allows the attendants to bring the checkout experience to the customer out on the sales floor. The recently released pocketable

and rugged [Lynx™ PDA](#) will be shown during NRF. Other mobile computer solutions that will be demonstrated include the [Elf™ PDA](#), and the [Skorpio™X3](#), [Falcon™X3](#) and [Memor™](#) mobile computers.

Self-shopping solutions allow the customer to take charge of their shopping experience and have fun. The [Joya™](#) pod is Datalogic's device used for self shopping solutions. It offers cutting-edge technology and advanced performance in an ergonomic form factor that is easy to use. Shopevolution, Datalogic's innovative self shopping solution, makes shopping enjoyable, effortless and personalized for each customer. These solutions will be available for demonstrations during NRF by Datalogic.

Also on display will be Datalogic's loss prevention technology found in the Datalogic [Lanehawk®](#) bottom of the basket (BOB) vision based system that turns BOB losses into profits for the retailer.

From the smallest grocery store to giant superstores, the Datalogic family of handheld scanners always guarantees fast and accurate bar code reading that minimizes the shopper's checkout time. During NRF, Datalogic will be showing both 1D and 2D, corded and cordless [handheld solutions](#) including the popular family of Gryphon™ scanners, as well as soon to be released corded and cordless handheld scanners.

Be sure to stop by Datalogic's Booth 1453 to experience their ground-breaking technologies that re-invent the shopping and checkout experiences.