DATALOGIC SELF-SHOPPING SOLUTION ENJOYS CONTINUED GROWTH

Eugene OR, USA – July 18, 2013 – Datalogic self-shopping solution installations continue growing. Coop Estense, one of the largest consumer cooperatives of the Italian retail and distribution leader Coop Group, deployed [600 Joya™ terminals](#) and [Shopevolution™](#) software. This installation represents the largest self-shopping deployment enabling Coop Estense to offer their customers a faster, easier and improved shopping experience.

"Datalogic realizes it is essential for retailers worldwide to offer options that enhance retail patrons' complete in-store experience from beginning to end," states Joe Guy, VP and GM of Datalogic's Business Solutions Unit. "We are pleased to offer this innovative self shopping solution that makes shopping enjoyable, effortless and personalized for each customer."

The Datalogic self-shopping solution gives shoppers the ability to experience an individualized and enjoyable shopping experience. Using the Joya terminal, a lightweight ergonomic unit, shoppers take charge of their store experience from start to finish. Customers use the Joya device simply by pointing it at a product bar code and clicking on a button to scan the code, then, product pricing and description will be shown on the display. Customers will have access to all previously scanned products and the ability to monitor up-to-date totals, additional store offers, promotions and discounts.

Moreover, the shopper is able to bag while scanning and shopping, avoiding long wait times often found in traditional checkout lines. Payment is easily accomplished by either handing the terminal to a cashier to cash out, or visiting a self-service payment kiosk.

Today's technology is rapidly driving changes within the retail markets, and the overall customer shopping experiences. These changes are geared to improve the quality of the customer in-store experience on many levels, a major priority for retailers around the world. Positive shopping trips help provide a retailer with a strong base of loyal customers. Datalogic is a pioneer in self-shopping solutions that optimize the grocery shopping experience.

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