

DATALOGIC RELEASES THE JOYA X2 SELF-SHOPPING DEVICE

Eugene, OR - November 5th, 2014 – Datalogic a global leader in Automatic Data Capture and Industrial Automation markets, and world-class producer of bar code readers, mobile computers, sensors, vision systems and laser marking equipment, is happy to announce the release of the [Joya™ X2 Self-shopping](#) device with 2D omnidirectional scanning capabilities. This ergonomic and easy to use device gives shoppers direct control of their shopping experience.

“Self-shopping devices continue to gain traction in the retail marketplace, benefiting both the shoppers and retailers,” states Francesco Montanari, VP and GM BU Mobile Computing of Datalogic. “The Joya X2 Self-shopping device provides an exciting shopping experience, while reducing operational costs, improving customer service and grows loyalty to the retailers.”

The Joya X2 device implements imaging technology which allows accurate reading of both 1D and 2D codes. Shoppers are able to scan products of interest, access pricing, store offers, and promotions. Keeping a running total of items, they can be bagged once scanned by the shopper and shorten checkout time at the POS. Coupons and codes on mobile phones are easily read by the imaging technology of the Joya X2 device. Efficient code reading is also enhanced with the addition of Datalogic’s patented ‘Green Spot’ technology for visual good read feedback even in noisy environments.

The dynamic flexibility provided by the Joya X2 device is ideal for inventory management functions, product query, queue-busting, and other applications requiring interactivity with a host system.

The Joya X2 device supports Shopevolution™, Datalogic’s Self-shopping solution, but can also work with other third party software. The Joya SDK is available for easy development of custom applications. Wavelink Avalanche® is able to be pre-loaded and pre-licensed if ordered.

The two available 2D models, Basic and Plus, share many appealing features such as: ergonomic design; customizable covers; six fully programmable keys available in standard colors; rubber bumpers to improve ruggedness; polyphonic speakers; Wi-Fi, Bluetooth®, USB connectivity; backlit graphic display. In addition, the Plus model offers a touchscreen display and additional Flash memory to support storage of databases and of multimedia content.