DATALOGIC RELEASES THE JOYA X2 GENERAL PURPOSE DEVICE - A MOBILE COMPUTER OPTION TO IMPROVE SHOP-FLOOR AND BACK-OFFICE APPLICATIONS

Eugene, OR – April 7, 2015 – 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 General Purpose (GP) mobile computer. This ergonomic and easy to use device is a standardized version of the highly successful Joya Self-Shopping device. The Joya GP device is specifically designed to offer simple, intuitive, and powerful functionality for retail-floor and inventory management applications.

"Retailers have told us that they want devices that can be used in multiple applications throughout their enterprise by staff with various levels of technology experience," states Francesco Montanari, VP and GM of Datalogic Mobile Computers. "We are excited to introduce the Joya X2 General Purpose device as an answer to their needs. Like all Datalogic mobile computers, the Joya X2 General Purpose device has industry leading ergonomics with the flexibility to perform various applications such as price management, inventory management, queue busting, and other retail tasks."

The Joya GP device uses imaging technology which allows accurate reading of both 1D and 2D codes from standard labels, smartphone displays, and electronic shelf labels (ESL). The unit includes Datalogic's patented 'Green Spot' technology for visual good-read feedback; this feature is ideal for use in noisy environments and applications where users are not familiar or comfortable with technology.

The user interface includes a color 2.8" QVGA touchscreen display and offers 1GB flash storage on board, with an additional 4 GB on a pre-installed SD card. Exceptional software features include: Wavelink Avalanche® pre-loaded and pre-licensed, Windows CE Pro 6.0, Datalogic CE6 SDK support for easy porting, and Datalogic's Pal Software.

The Joya GP device maintains the ergonomic design of the well-known Joya Self-Shopping device. It offers customizable covers, six fully programmable keys, colored rubber bumpers, polyphonic speakers, 802.11b/g/n WiFi, Bluetooth® wireless technology, and USB connectivity.

The Joya GP devices available only in EMEA and APAC at the present time, but is expected to be available in North America and Latin America as well by the end of April. Please contact your Datalogic representative for further availability information.

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