

DATALOGIC ANNOUNCES THE RELEASE OF CLOUD READY SHOPEVOLUTION 7 - DATALOGIC

Eugene - September 29, 2016 – [Datalogic](#), a global leader in Automatic Data Capture and Industrial Automation markets, and world-class producer of bar code readers, mobile computers, sensors for detection, measurement and safety, vision systems and laser marking equipment, announces the release of Cloud-ready Shopevolution™ 7 middleware. It is the ideal omnichannel middleware for Self-Shopping, Queue-busting and Store Floor applications.

Shopevolution 7 middleware supports the new Datalogic Joya™ Touch device as well as previous Joya device models, smartphones and other mobile computing devices. This multi-channel software platform operates in-cloud and on-premises, able to manage multiple stores simultaneously, delivering substantial time savings and cost reduction. The cloud-ready feature eliminates the need for onsite server hardware, delivering immediate savings. The software can be easily integrated with any type of POS for self-payment applications and loyalty program management.

“Shopevolution 7 middleware and the Joya Touch device are recipients of the 2016 Popai Award in the Digital and Technological Innovation – App category” states Luigi Frison, Director of Store Automation at Datalogic. “With Shopevolution 7 middleware retailers offer their consumers a shopping experience that is enjoyable and efficient, resulting in increased revenues and brand loyalty, while reducing operating expenses.”

Shopevolution 7 middleware delivers an extensive list of benefits including: self-shopping, queue-busting, store floor applications, click & collect, social shopping, eCoupons, way finding, a customizable graphical user interface, internal promotional and loyalty points engine, push/pull marketing, system configuration rules, back-office suite, and many more applications.