DATALOGIC SELF-SHOPPING SOLUTION BECOMES THE FIRST EVER INSTALLED

Bologna – September 1st, 2016 – 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, announces that its Joya™ X2 handheld device and Shopevolution™ 6.0 middleware are the first ever self-shopping solution installed on ferries and cruise ships.

Tallink is a leading company for high-end mini cruises and transport services in the northern Baltic region that operates the fast ferry, Star, connecting Helsinki with Tallinn. They worked with Nixor, a Datalogic business partner,to install a self-shopping solution in the onboard supermarket. Tallink named the system Q-Shopping.

This self-shopping program is offered during six scheduled daily trips providing a user-friendly, streamlined and fast solution to enhance the customer experience to onboard shoppers. The solution will be familiar to passengers as self-shopping exists in several supermarkets in mainland Sweden and Estonia.

The Datalogic Joya X2 self-shopping device features high performance 2D imaging technology in an easy to use ergonomic design. Shopevolution middleware allows Tallink to manage offers, promotions and anti-shoplifting systems.

Q-Shopping requires possession of a boarding pass, which contains data from the Tallink loyalty club called Club One. Loyalty points are accumulated from purchases made on board. Using the system is easy; customers pick up the Joya X2, and then independently scan their chosen food, beverages, and other products. Payment is quick using cash or credit preventing the creation of a long checkout queue.

Francesco Montanari, VP and GM of the BU Mobile Computing at Datalogic, said: "With only two hours of travel time between Helsinki and Tallinn, shoppers do not want to spend their time in checkout lines. This is true throughout grocery retailing around the globe. The Joya X2 mobile device and Shopevolution middleware deliver exactly what shoppers and retailers want, a fun and fast shopping experience using an ergonomic solution that maximizes basket value."