

# DATALOGIC IS THE HEART OF RETAIL AT NRF 2018

Eugene – December 14, 2017 – Datalogic, a global leader in automatic data capture and industrial automation markets, is The Heart of Retail at the National Retail Federation (NRF) Big Show 2018. In booth 3135, innovative Datalogic technology, products and solutions that are at the heart of every retail transaction will be on display at NRF 2018 taking place January 14 – 16 at the Javits Center in New York.

As a global technology leader with over 40 years in retail, Datalogic has established itself as a provider of products and solutions that make retail happen. Throughout the world retailers rely on Datalogic to help manage warehouse inventory, keep shelves stocked, facilitate customer service, and transact at the POS.

This year Datalogic will be exhibiting at NRF 2018 in its largest booth ever, bringing products and solutions for each facet of retail. A POS Checkout Kiosk will display products and solutions that keep shoppers moving efficiently through the checkout. The latest image based scanning products and handheld scanners will be available for demonstration.

A Store Automation Kiosk will display products and solutions that make retail floor operations efficient and facilitate great customer service. This kiosk will include an extensive array of mobile computers including the new Android™ enabled [Joya™ Touch A6 device](#), the Android enabled [Skorpio™ X4 mobile computer](#) and the Android enabled [DL-Axist PDA](#). Handheld scanners and RFID devices will also be available for demonstration at this kiosk.

The booth will contain a dedicated display featuring the Datalogic Joya Touch A6 handheld computer. The Joya Touch A6 device is Android powered, making it the ideal solution for all retail. This display will highlight the flexibility of the Joya Touch A6 device illustrating its use for self-shopping, shelf management, mobile POS, customer service and much more.

A Warehouse & Distribution Center Kiosk will display products and solutions that help keep the retail supply chain running at maximum productivity. This kiosk will include rugged handheld computers and tablets, vehicle mounted terminals, rugged handheld scanners and RFID devices.

A hospitality espresso bar will be available in the booth where visitors can enjoy a fresh coffee beverage while meeting with Datalogic product managers, sales executives, and senior managers.

Retail's Big Show, NRF 2018 takes place January 14 - 16, 2018 in the Jacob K. Javits Convention Center in New York City. Mark your calendar and make plans to visit Datalogic at booth 3135.