DATALOGIC VISION TECHNOLOGY FOR SELF-CHECKOUT HIGHLIGHTED AT NRF 2020

Eugene, OR, January 8th 2020. Datalogic, a global leader in the automatic data capture and process automation markets, is pleased to announce new vision technology for self-checkout that help eliminate shopper frustration and fight checkout shrink – major areas of concern for retail enterprises, grocery stores and store operations. These self-checkout technologies will be shown at the National Retail Federation (NRF) Big Show 2020 at the Jacob K. Javits Convention Center in New York City in Datalogic's booth #5337.

Datalogic vision technology helps eliminate customer frustration by detecting products, interpreting shopper behavior and providing retailers with new ways to make self-checkout hassle free. As more retailers deploy self-checkout lanes to speed up the checkout process, many consumers are left to figure out scan and checkout. Shoppers often lack the experience to efficiently scan items, which can lead to multiple scan attempts, frustration, shrink, and longer queue lines; the exact opposite of personalized service.

Datalogic vision technology can identify items at checkout and recognize shopper behavior. Rather than only rely on a barcode, Datalogic solutions can detect and recognize items using packaging information. This technology protects retailers when shoppers alter barcodes. Scanning the barcode of a $2.00 bottle of bulk wine when $80.00 of premium wine is detected can generate an instant exception for the POS system.

Datalogic vision technology speeds up the shopping process by being able to identify types of produce at self-checkout. This greatly reduces the time shoppers spend looking for produce items on the self-checkout display. Often, an item is presented to the scanner with an obscured barcode causing re-scanning and slowing the checkout. Datalogic vision technology can detect the item without the use of the barcode making scanning faster and easier. Moreover, this technology can be used to alert store personnel when shoppers are scanning items without a barcode detection, so staff assist the shopper. This feature also protects retailers when shoppers feign scanning to take items without payment.

"Retailers of all types are adding self-checkout registers in response to consumer preferences, with an eye on redirecting personnel to help shoppers throughout the store. This trend makes for an improved shopping experience but can negatively impact both shopper and retailer at the checkout if the technology isn't fast and efficient," said Nick Tabet, Fixed Retail Scanner Product Marketing Leader of Datalogic. "Technology that makes scanning easier can help eliminate shopper frustration at the self-checkout and speed up the process to move consumers out the door faster." Shoppers with smaller baskets are looking for a quick checkout experience. Datalogic vision technology is focused on providing shoppers and retailers really want.