DATALOGIC UNVEILED AI-POWERED JOYA SMART FAMILY AT NRF PARIS: REVOLUTIONARY SELF-SHOPPING DEVICES SOLVE RETAIL'S BIGGEST CHALLENGE.

Bologna, October 8th – Datalogic, a global leader in cutting-edge retail technology, proudly presented an exclusive preview of the new groundbreaking Joya™ Smart and Joya™ Smart+ at NRF Paris 2025 – the industry's first self-shopping devices with integrated AI technology that deliver the most efficient, interactive shopping experience for consumers while addressing retailers' most critical concerns around loss prevention.

This breakthrough solidifies Datalogic's commitment to being retailers' partner of choice for loss prevention, now offering AI-embedded shrink reduction solutions both at checkout and throughout the store with the new Joya Smart self-shopping devices.

Showcased at both the Datalogic booth and partner booth, the new solutions received exceptional feedback from industry professionals, with retailers recognizing the new Joya Smart family as a game-changing innovation that redefines the self-shopping landscape.

Intelligent Design meets Innovation

These next-generation self-shopping devices redefine the in-store experience with thoughtfully designed comfort and intuitive usability, advanced performance, and future-ready innovation.

Joya Smart & Smart+ elevate self-shopping with a large 5" high-resolution display housed in an ergonomically optimized designthat fits naturally in the shopper's hand. Powered by fast Wi-Fi 6E connectivity and embedded NFC contactless technology, shoppers can scan and pay in seconds and enjoy instant visual feedback thanks to Datalogic's Green Spot technology.

What truly sets the new Joya Smart family apart is its embedded AI algorithms that use computer vision via the integrated rear-camera to validate scanned items, preventing errors or unintentional mistakes and helping store associates to quickly find only the items to be re-checked in any customer's cart.

Joya Smart family and its accessories are built with recycled materials and come in recyclable packaging. Designed to minimize waste and energy consumption, this solution represents the smart choice for retailers aiming to achieve their ESG goals without compromising performance.

Designed with long-term strategies in mind, Joya Smart combines wireless charging that eliminates the worry of replacing broken or corroded pins on devices or cradles, and with long-term Android™ support ensures investment protection for years to come.

Compatible with Self-Shopping software from all major retailers and ISVs, the new Joya Smart family

ensure every shopping journey is effortless, secure, and engaging. And the seamless integration with Datalogic's ShopEvolution™ and EasyShop software platforms further enhances the most comprehensive and advanced self-shopping offering in the market.

"The new Joya Smart family represents a fundamental transformation in how we approach self-shopping technology. For years, retailers have faced an impossible choice: embrace self-shopping to meet consumer expectations for convenience, autonomy, and speed, or focus on traditional checkout for better control against losses," said Rosario Casillo, Executive Vice President of Product & Solutions – Data Capture Division at Datalogic. "We've solved this dilemma through revolutionary devices with embedded AI that deliver both simultaneously. Shoppers enjoy an intuitive, effortless experience that is actually faster, while retailers gain more confidence about every transaction. The feedback we received at NRF Paris confirmed that the industry has been waiting for exactly this solution."

Offering a perspective on the product's debut, Lilia Bounab, General Manager France at Toshiba Global Commerce Solutions, commented: "I had the chance to explore the new Joya devices at our booth and was impressed by their contemporary aesthetics, lightweight construction, and comfortable handling, which make them both innovative and user-friendly. The initial feedback from clients was very positive, especially regarding the embedded AI's capabilities to enhance efficiency and security throughout the checkout process".

The official market launch of Joya Smart is scheduled for this November 2025, while the advanced Joya Smart+ will follow in Q1 2026, marking a new era in the evolution of intelligent self-shopping technology.