DATALOGIC LAUNCHES JOYA SMART FAMILY: THE WORLD'S FIRST AI-POWERED SELF-SHOPPING DEVICES TO SOLVE RETAIL'S BIGGEST CHALLENGE

Bologna, November 27th – Datalogic, a global leader in cutting-edge retail technology, is proud to announce the official market launch of the new Joya™ Smart family. Leveraging over 20 years of experience, Datalogic is heralding a new era of self-shopping with the industry's first self-shopping devices to feature integrated AI technology.

For years, retailers have faced an impossible choice: embrace self-shopping for the convenience and speed of consumer demand or focus on traditional checkout for better control against losses. The Joya Smart family solves this dilemma, delivering both with the same device. These revolutionary devices offer the most efficient and interactive shopping experience for consumers, while addressing retailers' most critical concerns regarding loss prevention.

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.

- Elevated Experience: The large 5-inch high-resolution display is housed in an ergonomically optimized design that fits naturally in a shopper's hand.
- Augmented Reality: Shoppers can scan product GS1 Digital Link-ready QR codes to view real-time, screen-displayed information like ingredients, nutritional facts, and promotions before purchase.
- Speed and Feedback: Powered by fast Wi-Fi 6E connectivity and embedded NFC contactless technology, shoppers can scan and pay in seconds and enjoy instant visual feedback via Datalogic's proprietary Green Spot good-read technology.
- Software Ecosystem: The family is compatible with Self-Shopping software from all major retailers and ISVs and offers seamless integration with Datalogic's Shopevolution™ and EasyShop software platforms.

The Joya Smart+ takes the experience to an all-new level. Providing smartphone-like familiarity in both aesthetics and use, with a notable market differentiation that sees the scan engine and AI camera share the same point of view. The front-facing visibility means shoppers can view their aimed item via the rear camera as they scan to ensure higher first-time read success.

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.

- Loss Prevention: The AI-driven Shop Guard system verifies non-scanned items, preventing errors or unintentional mistakes
- Operational Efficiency: This intelligence allows store associates to quickly find only the items to be re-checked in a customer's cart, boosting shopper throughput

“The new Joya Smart family represents a fundamental transformation in how we approach self-shopping technology” said Rosario Casillo, Executive Vice President of Product & Solutions – Data Capture Division at Datalogic. “We provide unparalleled value with devices that redefine the in-store journey, delivering speed and convenience for shoppers while helping retailers in reducing losses.”

A Smart, Sustainable Investment

The Joya Smart family is designed with long-term strategies in mind, representing the smart choice for retailers aiming to achieve their ESG goals without compromising performance.

- Sustainable Design:Joya Smart and its accessories are built with recycled materials and come in recyclable packaging
- Investment Protection:The devices feature wireless charging, which eliminates the worry of replacing broken or corroded pins. Combined with long-term Android™ support, this ensures investment protection for years to come
- Charging Innovation:Retailers can choose a boosted (sub 2-hour) charging mode or an eco-mode that uses less energy.
- Wall-mount re-use: Migration path from other self-shopping device configurations is made easier thanks to kits to install new cradles without changing the existing wall.

Joya Smart and its accessories are available now, while the advanced Joya Smart+ will be available during Q1 2026, marking a new era in the evolution of intelligent self-shopping technology.