DATALOGIC TO SHOWCASE AI-POWERED SOLUTIONS FOR SMARTER, SAFER, AND MORE SUSTAINABLE RETAIL AT NRF 2026

New York, NY – January 11th, 2026 – Datalogic, a global leader in automatic data capture and process automation, will demonstrate how its integrated portfolio is empowering the intelligent store at NRF 2026, thanks to AI-driven integration.

Visitors to Booth 6128 will discover how advanced scanning, mobile computing, RFID, and IoT solutions are driving measurable outcomes for retailers: better customer loyalty, more revenue, fewer errors, higher labor efficiency, accelerated in-store productivity, and the creation of seamless customer experiences. All within a sustainable ecosystem.

World Premiere: Joya Smart & Joya Smart+ Series

NRF 2026 will mark the exclusive debut of Datalogic's Joya™ Smart and Joya Smart+—the industry's first self-shopping devices with integrated AI technology. These innovative handheld solutions empower shoppers to scan items as they move through the store, monitor their basket in real time, and complete payment quickly at self-service kiosks or assisted lanes. By combining customer autonomy with intelligent loss prevention capabilities, Joya Smart addresses retailers' most critical operational concerns while delivering an exceptional shopping experience.

Reducing Errors and Preventing Losses with AI and RFID

Datalogic will showcase how artificial intelligence and RFID technologies are able to protect profit margins without compromising checkout speed, especially in the grocery segment. The Magellan™ 9600 and 9900i platforms feature AI-based audit rules that help associates identify common fraud patterns—including miss-scans, ticket switching, and item stacking—in real time, ensuring accuracy at every transaction.

In non-food applications, the PowerScan™ 9600 RFID solution captures data from both barcodes and RFID tags, providing real-time movement visibility that supports loss prevention and inventory accuracy. This capability is ideal for item-level tracking in sensitive areas such as checkout lanes, exits, and back rooms.

Sustainability-Driven Innovation: Gryphon 4600

Another major premiere at NRF is the groundbreaking Gryphon™ 4600, a next-generation scanning solution designed with sustainability at its core. Combining enterprise-grade performance with eco-design principles, the Gryphon 4600 features optimized electronic architecture, reduced power consumption, recycled components, and minimal packaging—proving that environmental responsibility and operational excellence go hand in hand.

Streamlining Store Operations with Mobile Computing

Datalogic's complete range of mobile computers - such as the Memor™ PDA series and Skorpio™ family - will demonstrate how to manage essential store operations—including stock counting, replenishment, order preparation, and shelf verification—smoothly and efficiently. Paired with partner-powered shelf analytics platforms, these solutions ensure on-shelf availability, reduce lost-sale scenarios, and improve task execution across the shop floor through high-performance scanning and intelligent mobile applications.

GS1 Digital Link Readiness

Datalogic's forward-thinking approach to product development ensures that its entire portfolio—Fixed Retail Scanners, Handheld Scanners, and Mobile Computers—reads every type of symbology, including GS1 Digital Link. This capability enables retailers to offer richer product information and easier access to transparency and traceability features directly at checkout, meeting evolving consumer expectations and regulatory requirements.

Centralized Intelligence with Datalogic Connect

Attendees will experience Datalogic Connect™ live on the show floor—the company's intelligent IoT cloud platform for centralized device fleet management. Datalogic Connect provides comprehensive visibility of deployed devices, remote configuration, firmware updates, diagnostics, and multi-location monitoring across store networks. Beyond device management, the platform delivers dashboards and operational insights that help retailers monitor checkout performance, device status, inventory movements, and loss-prevention events in real time. This intelligent layer enables faster operational response, improved uptime, and more efficient management of the entire retail ecosystem.

Empowering the Intelligent Store

"For over 50 years, Datalogic has provided the retail industry with innovative solutions that deliver measurable value," said Rosario Casillo, Data Capture Product and Solutions Executive Vice President. "At NRF 2026, we're demonstrating how the convergence of AI, IoT, RFID, and sustainable design is transforming retail operations—making stores more efficient, secure, and profitable while enhancing the customer experience."

By combining advanced scanning, mobile computing, AI-assisted automation, and centralized device management, Datalogic supports retailers in creating intelligent stores that drive results today and adapt to the challenges of tomorrow.

Visit Datalogic at NRF 2026, Booth 6128, to experience these technologies firsthand.