# IPER LA GRANDE I PIONEERS DATALOGIC'S NEXT-GENERATION OF SELF-SHOPPING SOLUTIONS POWERED BY THE NEW JOYA SMART DEVICES AND LATEST SHOPEVOLUTION 8.4 SOFTWARE

Datalogic and Iper La grande i have launched the first live deployment of the new Joya™ Smart devices and Shopevolution 8.4 platform, marking a major step forward in frictionless retail. This partnership delivers a leap forward in frictionless retail, combining AI-driven hardware with a powerful software ecosystem to redefine the customer experience and drive a hi-tech expansion through 2026.

Bologna, May 21, 2026 – Datalogic, a global hi-tech leader in automatic data capture and retail solutions, announces the successful live deployment of its next-generation Joya Smart device and Shopevolution 8.4 self-shopping software platform at Iper La grande i, one of Northern Italy's leading hypermarket chains. This milestone marks a new era in frictionless, intelligent self-shopping, combining innovation, design, and performance to shape the Intelligent Store of the future.

With 22 hypermarkets across Northern Italy, over 130 Unes neighborhood supermarkets, and approximately 3 billion in annual revenue, Iper La grande i is a strategic partner whose scale and ambition reflect the transformative scope of this initiative.

## The first milestone: Arese goes live

The digital transformation began on January 29 at the Iper store in Arese (Milan), where nearly 200 new Joya Smart devices were deployed. Running on the newly optimized Shopevolution 8.4 platform for Iper's Scan & Go solution (Vantaggi & Vai), the system delivered immediate operational stability and high usability from day one.

- Performance from Day One: Both store staff and customers immediately experienced a more responsive and reliable self-scanning experience after activation.
- Intuitive Design: The new Joya Smart combines ergonomic design with a simple and intuitive interface, making everyday purchases faster and smoother.
- Operational Efficiency: The technology supports store operations during peak traffic periods, helping Iper manage customer flow with greater precision.

## A Vision for the Intelligent Store through 2026

The Arese installation marks the first step in a multi-year expansion aligned with Datalogic's Intelligent Store vision.

By 2026, Iper will introduce more than 700 Joya Smart terminals across five flagship locations. The

rollout follows a structured approach designed to introduce innovation seamlessly, enhancing the customer experience while maintaining everyday store operations.

“Just a few months after its global debut, the live deployment of the new Joya Smart and Shopevolution 8.4 is already demonstrating the impact of this new generation of retail technology. This installation highlights the strength of collaboration between two Italian innovators, combining technology, design, and retail expertise to elevate the shopping experience,” said Rosario Casillo, Executive Vice President of Data Capture Product and Solutions at Datalogic. “It also represents an important step toward our Intelligent Store vision, where hardware and software work together to enhance customer experience, improve operational efficiency, and address key industry challenges such as loss prevention.”

## Benefits first, technology behind the scenes

The goal of this collaboration is simple: make self-shopping intuitive and effortless, allowing technology to fade into the background while delivering measurable results.

The Joya Smart device delivers faster, more accurate scanning and fluid interaction. It is the first self-shopping device capable of monitoring the cart with its AI embedded technology, helping retailers reduce losses and improve transaction accuracy.

Paired with Shopevolution 8.4, the most advanced version of Datalogic’s self-shopping software, the solution represents a major leap in customer experience, store efficiency, and future-readiness.

Both solutions reflect years of R&D, design refinement, and real-world learning, now proven at scale. Together, they form the technological backbone of Datalogic’s Intelligent Store, where devices, software, and data intelligence work together to enable smarter, retail environments.

## The customer perspective

For Iper, the initiative represents a concrete step toward a more efficient and customer-centric in-store environment, where technology supports convenience without adding complexity for shoppers or store teams.

“The activation in Arese is a significant milestone, and the structured rollout ahead gives us a solid foundation to progressively enhance the self-shopping experience across our stores”, says Federico Accurso, ICT Supply Chain & Retail Manager.