

DATALOGIC'S NEW JOYA SMART FAMILY WINS RED DOT DESIGN AWARD 2026 FOR REDEFINING THE SELF-SHOPPING EXPERIENCE

Datalogic, a global leader in automatic data capture and industrial automation, today announced that its Joya™ Smart family of AI-powered self-shopping devices has won the Red Dot Design Award 2026 in the Product Design category. Judged by an international panel of design and industry experts, the Red Dot is one of the most sought-after marks of excellence in product design and innovation.

The award recognizes the comprehensive design excellence of the complete Joya Smart family solution, including the Joya Smart, Joya Smart+, advanced wireless charging cradles, and dedicated accessories.

Designed to Lead the Next Generation of Retail

For Datalogic, this recognition reinforces its core strategic belief that true technological innovation must balance operational and functional excellence with human-centric design. The recently launched Joya Smart family perfectly combines advanced features with a beautiful, intuitive, genuine shopper-friendly experience.

Datalogic's vision was to design a device that consumers would actively want to pick up and interact with throughout their shopping journey. Developed also in close collaboration with the University of Bologna, the Joya Smart family was created with a strong emphasis on ergonomics and usability.

"This award is an important recognition of the work, innovation, and passion of our team," said Rosario Casillo, Executive Vice President of Product & Solutions – Data Capture Division at Datalogic. "With the Joya Smart family, we have successfully created a product that shoppers love to hold and interact with, and one that retailers can offer with absolute confidence."

AI Innovation meets Retail Requirements

The Joya Smart family introduces key technical innovations designed to simultaneously elevate shopper experience and address retailer concerns around loss prevention:

- **Intelligent Loss Prevention:** Embedded AI-based technology helps reduce scanning errors during the self-shopping journey, significantly minimizing checkout rescan times;
- **Revolutionary User Experience:** Joya Smart+ model aligns its back rear camera with the scan engine, delivering a natural, smartphone-like user interaction at a lightning-fast barcode reading speed.
- **Contactless Wireless Charging:** eliminating physical pins prevents wear and corrosion. This ensures lower maintenance, less downtime and easier cleaning.

"In a strong field of participants with numerous entries from companies and design studios around the world, Datalogic Joya Smart family convinced the judges with its outstanding design and quality" said

Professor Dr. Peter Zec, Founder and CEO of Red Dot. The international Red Dot Jury honoured this great achievement with a special recognition.

The Red Dot Design Award, established in 1955, is internationally recognized as one of the world's leading design competitions, honoring products that demonstrate outstanding innovation and quality across global industries.