RETAIL
Industry Guide

◆DATALOGIC

EMPOWER YOUR VISION

Datalogic at a glance

Datalogic Group is a global leader in the **automatic data capture and industrial automation** markets. It is well known around the world for designing and producing barcode readers, mobile computers, sensors for detection, measurement and safety, RFID, machine vision and laser marking systems. Datalogic solutions help customers increase the quality of their processes in the **Retail, Manufacturing, Transportation & Logistics,** and **Healthcare** industries.
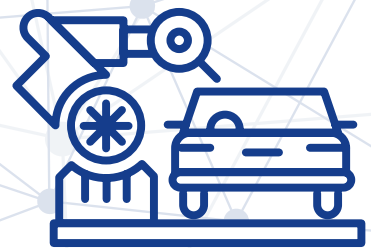
The Group has **more than 50 years of history** behind it, during which enormous successes have been achieved: **11 R&D centers and 3 DL Labs in Italy, USA, Vietnam, and China; 13 manufacturing and repair facilities** in USA, Hungary, Slovakia, Italy, China, Vietnam, and Australia; a **portfolio of about 1,200 patents and patent applications** in multiple jurisdictions; thousands of prestigious partners and customers spread across five continents.

Datalogic Group has **offices in 29 countries worldwide**, with the headquarters in Bologna, Italy. It is through the close cooperation of **nearly 3,000 employees** that Datalogic can boast some of the most remarkable automatic data capture and factory automation solutions available today in the market.

DATALOGIC TARGET INDUSTRIES

RETAIL

MANUFACTURING

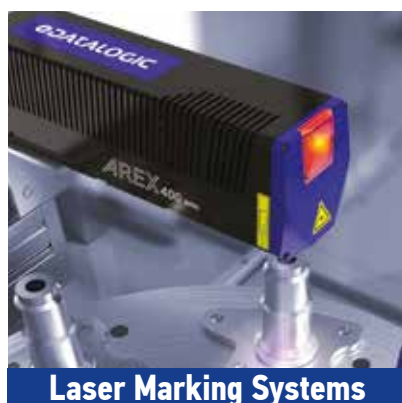TRANSPORTATION & LOGISTICS

HEALTHCARE

DATALOGIC PRODUCT RANGE

Handheld Scanners

Mobile Computers

Laser Marking Systems

Fixed Retail Scanners

Stationary Industrial Scanners

OEM Barcode Readers

RFID Systems

CUSTOMER SERVICE

Datalogic's Customer Service offers a wide and complete range of post-sales services. It is organized in three levels of support, in order to guarantee the most appropriate professional assistance based on the specific problem. Datalogic's Customer Service can deploy in each territory a team of multi-lingual professionals, with a broad technical expertise across the whole product range.

Our standard service portfolio includes: warranty extension, fast turnaround time for repairs, 24/7/365 phone support, next day on-site intervention and site audits. Datalogic can tailor the service offering to your specific needs. Our experts will support every stage of your projects, from feasibility study to extended post-sales support, performing, when necessary, root cause analysis and remediation.

EASEOFCARE
Service Programs

Datalogic's EASEOFCARE Service Programs provide superior life-cycle support to ensure that products are always operating at peak performance. A variety of Service Programs are available to match your business requirements:

FAST REPAIR TURNAROUND (OVERNIGHT/2 DAYS)

ACCIDENTAL DAMAGE COVERAGE

BOTH WAYS FREIGHT PAID BY DATALOGIC

DATALOGIC SHIELD FOR MOBILE PRODUCTS INCLUDED

3-5 YEARS CONTRACT SERVICE OPTIONS

Please contact your sales representative to find out what type of services are available in your region.

www.datalogic.com

Retail

IN-STORE CHECKOUT POS

Retail store formats vary but Datalogic can provide solutions for every checkout configuration requirement. Datalogic invented laser scanning and imaging technology and now offers the widest portfolio of assisted and self-checkout scanning solutions. Our latest Magellan portfolio allows retailers to achieve unprecedented read rates, enhance the check-experience and reduce shrink through advanced technology that enables Artificial Intelligence at the checkout.

Whether a customer needs presentation scanners, single window scanners, handheld scanners, self-shopping systems, mobile POS devices or our new Magellan multiplane scanners, Datalogic has the Best in Class solutions.

- **Self-Checkout**
- **Self-Shopping**
- **In-Counter with scale options**
- **On-Counter, Presentation, Hands-free**
- **Large items identification**
- **Loss prevention**

IN-STORE OPERATIONS

Store Associates are the key to delivering a remarkable customer experience and engagement leading to reoccurring visits. To do this, retailers depend on Datalogic technology in the hands of each associate to execute traditional retail functions such as price checks, markdowns, and inventory look up. These same tools are also used for new non-traditional functions such as Mobile POS, multimedia product demonstrations, online product comparisons, and omni-channel fulfillment.

Mobile devices such as the new Memor™ computer series with Android platform and Skorpio, equip the retail associates with the technology necessary to execute retail functions that maximize their productivity while delivering excellent customer service.

◆DATALOGIC

Industry

E-COMMERCE, DISTRIBUTION CENTER & FULFILLMENT CENTER

- **Inventory management**
- **Shelf Replenishment**
- **Order Management**
- **Assisted Sales**
- **Queue busting**

In today's retail environment, customers can make a purchase inside a physical store or virtually from any location using a variety of channels and expect product to be readily available for shipment. Inventory management plays a key role in delivering an exceptional and seamless customer experience. To support the rising demands of omni-channel fulfillment, retailers rely on Datalogic solutions to implement best practices and optimize product delivery from a multitude of inventory locations within their enterprise.

Datalogic industrial handheld scanners, rugged mobile computers and fixed readers help identify and track items providing an effective and efficient retail inventory management.

- **BOPIS/BORIS**
- **Last mile order fulfillment**
- **Hands-free operations**
- **Shipping/receiving**

IN-STORE CHECKOUT POS

LOSS PREVENTION

The Magellan™ family of scanners offer unprecedented value with unique features for reducing shrink including ScanSentry which helps detect mis-scans. Plus, our scanner-scale models weigh produce with maximum precision using our patented ScaleSentry™ technology. Our latest Magellan multiplanes offer new options to enable a variety of Retail Artificial Intelligence solutions to save thousands at each lane while improving the customer experience. Datalogic also offers LaneHawk, a dedicated loss prevention system that monitors bottom-of-basket items to further reduce shrink at the POS. Altogether Datalogic provides the broadest portfolio of features and solutions within stationary POS to improve retailer asset protection.

◇DATALOGIC

ON-COUNTER SCANNING

C-Stores, pharmacy, non-grocery, fashion, DIY and many more have specific checkout needs dependent on their product mix and the checkout configuration. Datalogic has a complete offering of checkout solutions for countertop and handheld use. These scanners provide fast, accurate, and reliable scanning for checkout at any retail enterprise.

MULTI-SIDE NFC PAYMENTS

Near Field Communication (NFC) is a set of short-range wireless technologies (less than 4cm) to share data. It can be used for many applications and we also support these protocols:
- Contactless payment (mPOS)
- DIGITAL TICKETING: Google smart tap/ Apple VAS

Memor 12/17 Family and Memor 30/35 Family allows a fastest acceptance of contactless payment tapping on top front, back and side of the device.

LARGE ITEM SCANNING / BOTTOM OF BASKET

Where large items need to be identified, scanners such as Gryphon™ provide maximum flexibility in reach and reliability. Repeated shocks at the POS checkout will not inhibit the scanner's performance or reliability, protecting the retailer's investment. In Non-Food environment or need to add a bi-directional communication functionality with keypad and display directly in the scanners, the PowerScan™ can be conveniently adopted.

IN-COUNTER SCANNING: ATTENDED LANES / SELF-CHECKOUT

As the global market leader in fixed retail checkout for over 20 years, Datalogic delivers retailers maximum innovation, technology, and value with the broadest and most comprehensive portfolio of products. The Magellan™ Series of fixed retail scanners are used by leading grocery retailers worldwide for both self-checkout and attended checkout applications. Each Magellan model provides best-in-class ergonomics and scanning performance with a unique set of value-oriented features for improving retail front-end operations. The new Magellan 9600i and 9900i models use QuadVision™ to provide the fastest read-rates for improving user efficiency.

IN-STORE OPERATIONS

SELF-SHOPPING

Datalogic can deliver a complete frictionless self-shopping solution that empowers customers to directly scan their groceries while shopping.

Joya Touch devices help retailers to increase their revenues and productivity at checkout, and thanks to its unique wireless charging technology with "boost" battery charging they get faster return of investment.

Shopevolution is Datalogic's Omni-channel software, designed to revolutionize Self-Shopping, Queue-busting, and Store Floor applications. Shopevolution seamlessly integrates with Datalogic's PSS family of Joya devices.

QUEUE BUSTING

When shopper demand increases and causes long queues at the checkout, more checkout lanes are not an option. Datalogic queue-busting solutions provide retailers with the ideal tool when managing periodic demands. The Joya™ Touch device for queue-busting is easy to implement and reduces queues at the checkout with no modifications to the POS.

SHELF REPLENISHMENT

Retailers keep their shelves replenished ensuring products are ready to buy. Datalogic mobile computers such as the Memor 12/17 family are intuitive for retail staff operation with the ergonomics to keep them productive all day.

ASSISTED SALES

In customer-facing applications, employees are the point of differentiation between physical store and online retail. The shopping experience through personal contact with employees in the store, such as assisted selling, increase the conversion rate while shopping. Datalogic Mobile Computer series offer a flexible solution for this type of need.

INVENTORY MANAGEMENT

Inaccurate inventory levels and low or missing shelf stock leads to lost revenue and poor service ratings. Retailers keep their shelves replenished ensuring products are ready to buy. Datalogic mobile computers such as the Memor™ series and Skorpio (with optional mid-range scanner) are intuitive devices for retail staff operations with the ergonomics to keep them productive all day.

IN-STORE FULFILLMENT

In-store fulfillment, also known as ship-from-store, is an Omnichannel retail strategy that essentially involves utilising retail stores as miniature distribution centres. This allows e-commerce orders to be fulfilled and shipped to customers from either the primary DC or a nearby store.

WAREHOUSE / FULFILLMENT CENTER

INVENTORY MANAGEMENT

Warehouse inventory management is a fast-paced and rugged environment that demands up-to-the-minute accuracy for maximum efficiency and profitability. Datalogic mobile computers and industrial imagers and scanners keep inventory accurate.

INBOUND LOGISTICS

Reading barcodes at receiving confirms receipt of goods against the bill of loading. This first scan enables the Warehouse Management Systems) WMS to adjust inventory levels and later direct material storage. Mobile computers and barcode scanners can also call attention to items at low stock levels, reducing the chance of stock-outs.

OUTBOUND LOGISTICS

When items to fulfill an order are picked and/or sorted, they need to reach the correct outbound area. Shipping mistakes costs money and affect the overall quality perception of the retailer. Datalogic is a strategic partner in this process, offering mobile solutions to help maximize the order accuracy and improve delivery reliability.

DATALOGIC

BOPIS/BORIS ORDER FULFILLMENT

As omni-channel gains traction, it is forcing stores to hone their systems for efficiency and speed. Datalogic rugged mobile PDA devices can send notifications when customers arrive to pick up their orders (BOPIS). When a store worker sees a notification, they immediately respond so customers don't have to wait long. If customers are sitting in their cars at curbside or the parking lot, notifications can include identifiers such as car make and color to help direct the employee to the right customer. E-commerce has altered the number of returned products that Retailers must handle (BORIS). Datalogic can offer several systems based on stationary industrial scanners or mobile computers to handle returned products at store, production and shipping levels.

SCAN RANGE

10m

STORAGE

Datalogic's mobile computers, industrial imagers and scanners keep inventory accurate while providing useful business intelligence data for future planning and operations. Inventory tasks including receiving, stocking, cycle counting, and restocking are completed effectively and efficiently using devices that are built to survive warehouse environments without causing worker fatigue.

DISTRIBUTION CENTER / E-COMMERCE

INBOUND LOGISTICS

When a new item, typically a pallet, or a parcel, arrives at a Distribution Center, Datalogic's technology provides solutions for item identification (manual or automatic), dimensional checks, and verification of the printed & applied labels. From this moment, the item can be accepted into the Distribution Center and stored or processed, adapting to any Warehouse Management System (WMS) allocation strategy.
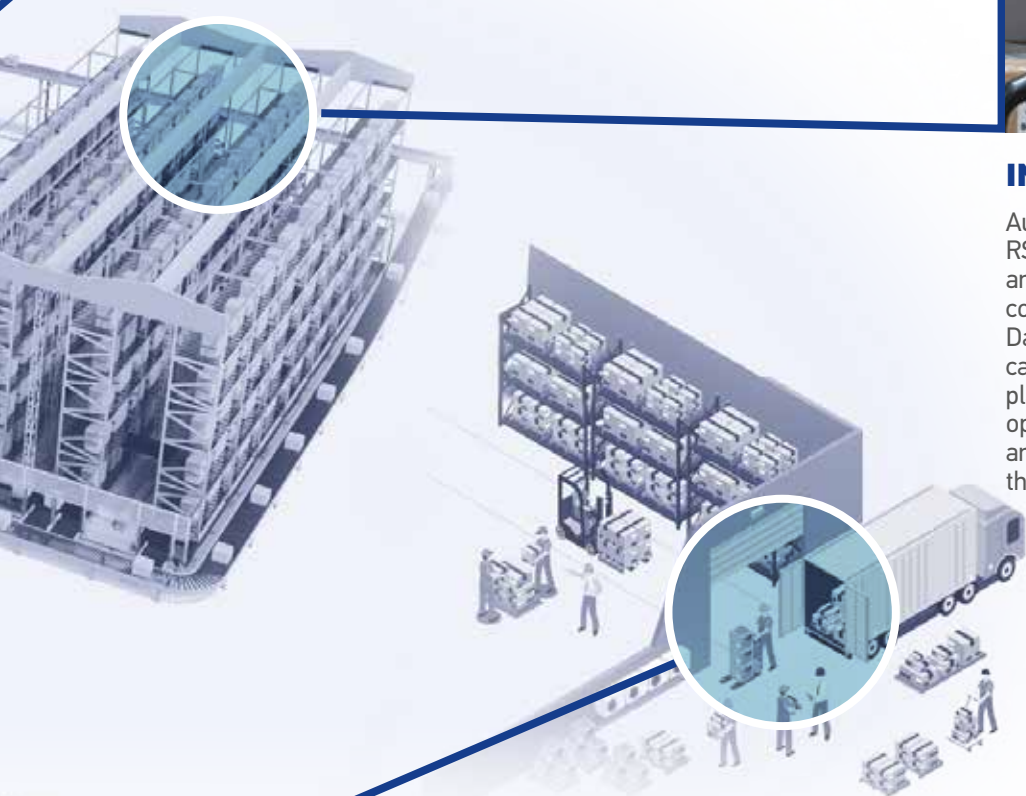
ORDER FULFILLMENT

This is a core function of the Distribution Center. Retailers adopting an omni-channel strategy are presented with different challenges, from varying order sizes to expedited delivery times of items located in different locations. Datalogic has a unique solution portfolio that helps increase speed and accuracy both in manual and automatic order-picking and sorting. Linear cameras can offer unbeatable advantage in high-speed automatic sorting, while mobile and hand-held products increase productivity.
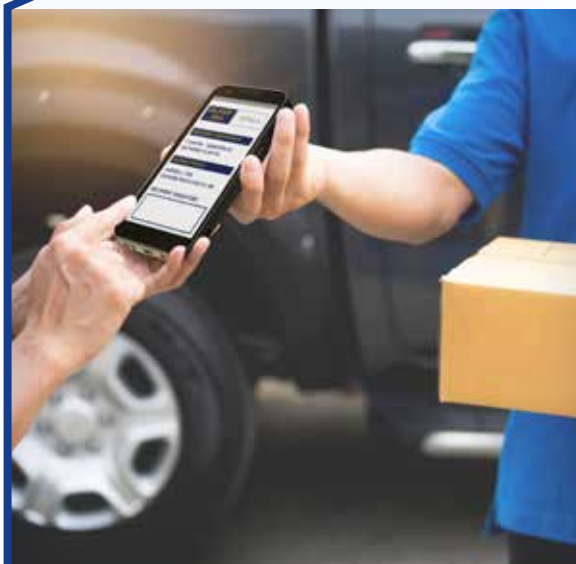
◇ DATALOGIC

SORTING & PICKING

Warehouse order picking is a stage in the order fulfillment process where specific items from a fulfillment center are picked and packed to fulfill a customer's order. Warehouse order picking is an important step within the order fulfillment process that requires high-tech equipment (mobile computers, wearable scanners...) and labor focused processes to maintain high order accuracy rates across all orders leaving the warehouse.

INVENTORY

Automated Storage / Retrieval System (AS/RS) handle inventory in a fully automated way, and provide the correct items flow for the next coming processes, typically order fulfillment. Datalogic sensors, machine vision, smart cameras, and fixed readers ensure the proper placement and retrieval of goods. Manual operations use industrial handheld scanners and mobile computers at storage locations that hold break case inventory.

OUTBOUND LOGISTICS

When items to fulfill an order are picked and/or sorted, they need to reach the correct outbound area. With thousands of items waiting to be palletized or directly shipped, the order accuracy is simply A MUST!
Shipping mistakes costs money and affect the overall quality perception of the retailer. Datalogic is a strategic partner in this process, offering machine vision and imaging technologies with handheld and mobile products. These solutions are essential to help maximize the order accuracy and improve delivery reliability.

PRODUCT PORTFOLIO

FIXED RETAIL SCANNERS

MAGELLAN 900i

- Advanced digital imaging provides excellent performance and reliability
- Quickly reads 1D and 2D barcodes, whether printed or displayed with Greenspot™ technology
- Subtle, adaptive illumination for user comfort
- Compact, ergonomic design is ideal for hands-free or handheld operations
- Image capture and adjustable stand

MAGELLAN 1500i

- Advanced digital imaging provides class-leading performance and reliability
- Seamlessly reads 1D and 2D barcodes, whether printed or displayed on mobile phone, laptop or tablets
- Compact, ergonomic design for hands-free or handheld operations
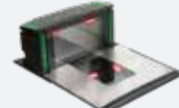
FIXED RETAIL SCANNERS

MAGELLAN 9550i

- Better 1D and 2D performance than our previous generation bi-optics as well as out-of-the-box support for GS1 2D Digital Link.
- Magellan 9550i offers less than 3W* power consumption without compromising performance
- Available with a dedicated Customer Service Scanner (CSS) with omni-mount for reading cell phones, coupons and loyalty cards
- Magellan 9550i bi-optic form factor is compatible with traditional checkstands and scanning techniques, providing a competitively priced, high-performance scanning experience

MAGELLAN 9600i

- Magellan 9600i brings fresh styling and great features to a familiar multiplane scanner form factor
- Powerful QuadVision technology provides at least 10% faster scanning performance compared to competitive scanners
- Magellan 9600i sets new standard for 2D barcode reading to future-proof the scanner for GS1 Digital Link
- New color camera and ethernet switch options enable Artificial Intelligence (AI) to help customers reduce shrink and improve customer experience

MOBILE COMPUTERS

MEMOR™ 30/35 family

- Complete range of mid-tier mobile computers with top data capture performance: 2 scan engines with a range up to 10mt, front/rear camera, green spot good read technology
- Streamlined future-proof computing & connectivity: Qualcomm 2.4 GHZ Octa core platform, 5G and WIFI 6E, Android 13
- Easy of use & versatile solution: 6'' display, 12h swappable battery, multiple modular charging solutions, full accessory range
- Proven reliability & TCO: IP68 dust and water protection, wireless charging battery and cradles, full software suite to enhance optimization, deployment and protection of the asset

MEMOR™ 12/17 family

- Effortless scanning at fast pace in any environment with Green Spot technology
- Reliable and stable connectivity in crowded environments: Wi-Fi 6/6E, Bluetooth 5.3, 5G + Qualcomm 4490 platform
- Rugged and high-quality display: 6'' inch capacitive multi-touch, FHD+ display, GG7
- Ultimate flexibility with three different charging options: USB-C, Wired cradles, Wireless cradles
- Quick and Effortless Payments with Multi-Side NFC reading technology

MOBILE COMPUTERS

SKORPIO™ X5

- Largest 4.3" high visibility display in its class
- Scan engine: 1D Imager, 2D Imager Standard Range, Mid-Range and near/far Extra-Long-Range Imager
- High performance octa-core 2.2 GHz Qualcomm processor up to 4 GB RAM
- Handheld and Pistol-grip form with 3 keyboard layouts
- Fully rugged 1.8 m drop and IP65 rating
- Choice between Wireless Charging or Wired versions with dedicated docks

RHINO II™ and SH15/SH21

- 10 ,12, 15, 21 inch high resolution color display
- Operating System: WEC7, Windows 7 Emb, Windows 10 IoT or Android 7.1
- Capacitive multi-touch screen with gloves support or resistive touch screen for cold/freezer environments
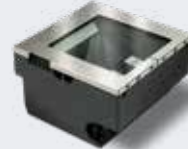
◆ DATALOGIC

MAGELLAN 3410/3450VSi

- On-counter high performance barcode reader
- Advanced digital imaging provides class-leading performance and reliability
- Seamless 1D, 2D and Digimarc ® digital watermark reading
- Smoothly reads all barcodes, whether displayed on cell phones or printed
- Subtle, adaptive illumination for user comfort
- Large, intuitive field of view for easy scanning
- OEM version with mounting holes for convenient kiosk or self checkout integration

MAGELLAN 3510/3550 HSi

- In-counter high performance barcode reader
- Advanced digital imaging provides class-leading performance and reliability
- Seamless 1D, 2D and Digimarc ® digital watermark reading
- Smoothly reads all bar codes, whether displayed on cell phones or printed
- Subtle, adaptive illumination for user comfort
- Premium all Stainless Steel and Sapphire glass design removes clutter at the POS
- Superior slide-scanning ergonomics to minimize item handling and lifting

MAGELLAN 9900i

- Magellan 9900i offers superior scanning speed in a low profile design that reduces barriers in attended lanes and improves accessibility for self-checkout systems
- Optional Top Down Reader (TDR) provides true six sided scanning and color imaging for AI applications
- Powerful QuadVision technology provides at least 10% faster scanning performance compared to competitive scanners
- Magellan 9900i sets new standard for 2D barcode reading to future-proof the scanner for GS1 Digital Link
- New color camera and ethernet switch options enable Artificial Intelligence (AI) to help customers reduce shrink and improve customer experience

CODISCAN

MOBILE COMPUTERS

- Flexible Bluetooth wearable scanner with multiple comfortable mounting options: hand, neck, belt/pocket
- Small, lightweight super reliable device to improve operations productivity and accuracy
- 2 working shifts and up to 12,000 scans with a single charge
- Best-in-class scanning performances reduce TCO: 1D/2D Datalogic decoding library, smart-aiming system, Green Spot, 3 high-visible LEDs, audio and vibration feedback

MEMOR™ 11

- Ultra-Ergonomic, compact and robust
- 5 inch brilliant capacitive multi-touch HD display
- Validated by Google as 'Android Enterprise Recommended' for rugged devices
- Wireless charging increases reliability dramatically by eliminating contacts on both the device and docks
- Ruggedized with drop resistance to 1.5 m / 5 ft to concrete and IP65 sealing
- Full suite of cellular connectivity for voice and data, featuring LTE-Advanced/4G+

JOYA TOUCH 22

- Powerful Octa-Core Qualcomm platform SDA660 with 4GB RAM and 32GB FLASH
- Android™ operating system running Google Mobile Services (GMS)
- Unique wireless charging technology in the self-shopping market
- Available in standard or personalized colors and in two form factors: pistol grip and handheld

SHOPEVOLUTION 8 SOFTWARE

- Allows quick self-scanning of products for convenience
- Provides immediate access to net prices, facilitating informed purchasing decisions
- Seamlessly manages store offers and promotions for maximized impact
- Keeps shoppers engaged with targeted notifications
- Offers detailed product information to facilitate shopping choices
- Collects valuable feedback to improve the shopping experience

MAGELLAN 900I OEM

OEM BARCODE READERS

- All digital imaging provides excellent performance and low TCO
- Quickly reads 1D and 2D barcodes from printed or mobile sources with Greenspot™ good read confirmation
- Dedicated OEM mount for easy kiosk or self checkout integration

MAGELLAN 1500I OEM

- Advanced digital imaging provides class-leading performance and reliability
- Seamlessly reads 1D and 2D barcodes, whether printed or displayed on mobile phones
- Compact, ergonomic design for hands-free or handheld operations

GRYPHON 4500 FIXED SERIES

- Easy to integrate – Compact size
- Easy to use – Superior good read feedback
- Built to last – 5year warranty
- Wide Angle 1 MP optics – High motion tolerance

HANDHELD SCANNERS

POWERSCAN 9600 SERIES

- Ultra-rugged design, IP65 and IP67
- Reliable charging system based on inductive charging technology
- Center of gravity design to reduce wrist fatigue
- Extensive radio range and OLED display option
- Smart batteries and diagnostics

POWERSCAN 9600 RFID SERIES

- UHF RFID tags Read/Write capabilities
- Scan 1D/2D barcodes and Digimarc, OCR
- Capture and transfer images
- Full keypad and large display option
- Reliable charging system based on inductive charging technology

HANDHELD SCANNERS

QUICKSCAN 2200 SERIES

- Linear imaging technology for 1D codes
- Light weight and balanced design
- Extra-wide scan angle and extra-long scan line
- Extended reading range and depth-of-field (DOF)
- Sharp and highly visible scan line
- Datalogic's distinctive 'Green Spot' technology for superior good-read feedback

QUICKSCAN 2500 SERIES

- 1 MP optics for superior scanning and DOF
- Unique LED-based extreme precision aiming system
- Motionix™ patented motion-sensing technology
- Datalogic's 'Green Spot' technology for superior good-read feedback
- Bluetooth™ or Datalogic's STAR Cordless System™

STATIONARY INDUSTRIAL SCANNERS

MATRIX 320

- Innovative platform and sensor with outstanding Field of View (FoV) and Depth of Field (DoF)
- Smart configurable lighting solutions with more color options in three power versions
- Configurable 360 degree multicolor visual feedback
- Liquid lens remote focus control for extreme flexibility in production

AV500/AV900

- High performance camera (5MPx AV500, 9MPx AV900) with integrated image processing system
- Image saving to external locations through the dedicated high-speed Gigabit Ethernet port
- White and Red lighting options

STATIONARY INDUSTRIAL SCANNERS

BLADE

- 1D code reading
- Embedded Ethernet connectivity
- Two Ports Profinet and ETH-IP
- M12 rotating connector
- Compact dimensions
- Excellent performance on low quality and damaged labels
- BLADE 100: Up to to a 310 mm (12.2 in.) reading distance
- BLADE 200: Up to a 600 mm (23.6 in) reading distance

DIMENSIONER

- Ultra-high performance, in-motion, overhead dimensioning unit
- Automatically measures the length, width, and height of packages
- Performs highly accurate measurements
- Perfect solution for spatial management applications

◇ DATALOGIC

GRYPHON™ 4200 SERIES

- Unique 'soft line viewfinder' to easily target the code
- Outstanding reading performance on 1D codes
- Bluetooth™ 5.0 or Datalogic's STAR Cordless System™
- Wireless battery charging system
- Disinfectant Ready enclosures

GRYPHON™ 4500 SERIES

- 1 MP optics for enhanced scanning & superior DOF
- Omnidirectional reading of 1D/2D codes
- Bluetooth™ 5.0 or Datalogic's STAR Cordless System™
- Wireless battery charging system
- Disinfectant Ready enclosures

RIDA DBT6400 SERIES

- Small, ergonomic, perfectly hand-fitted
- Innovative, unique and compact design for a new and modern operator's experience
- Compatible with Android, Apple iOS and Windows Mobile devices
- Vibration and good read feedback

HERON 3400 SERIES

- Outstanding reading performance on 1D, 2D, postal codes, stacked and composite codes
- Innovative and unique design raises the bar for a cutting-edge POS checkout experience
- Multiple changing color LEDs on sides and top
- Automatic switching between handheld and hands-free operations
- Efficient illumination and aiming system

AV7000

- Single view high quality picture for large conveyors
- Patented Autofocus System offering extended DoF
- Patented PLS technology, reducing the footprint of the reading station by 50%

DS8110/DX8210

- Ethernet Bus Connections (EBC) for high-speed data transmission and real time synchronization
- Excellent performance on low quality code and unpredictable reading conditions
- Fully redundant configuration and no single point of failure

SC5100

- Laser (DS-DX), Imagers (AVs), Dimensioner Native Integration
- 4 GB ETH embedded switch
- 5 inch Graphical Color display and Clear Status LEDS
- Supports Full Redundant Controller Layout

WEBSENTINEL PLUS

- Very advanced monitor
- Offers key features, benefits, and insights to end-users and System Integrators specializing in Factory Automation and Transportation and Logistics.

NOTES

NOTES

✛DATALOGIC

EMPOWER YOUR VISION

www.datalogic.com