

JOYA

EVOLVING SHOPPING WITH JOYA

 **DATALOGIC**™







APPRECIATED ALL OVER THE WORLD FOR QUALITY AND INNOVATION

Datalogic is the 3rd manufacturer in the world and leader in Europe, of bar code readers, mobile computers for data collection and RFID technology systems. Datalogic is an industrial group, listed in Italian Stock Exchange since 2001, structured into three autonomous companies, divided by specific products and markets.

#### **Datalogic Scanning**

Headquartered in the United States, it includes two business units:

- › High Performance Retail POS Scanner  
*(fixed bar code readers for the Retail market)*
- › Hand Held Scanner *(manual bar code readers)*

#### **Datalogic Mobile**

Headquartered in Italy, it specializes in:

- › Mobile Computers

#### **Datalogic Automation**

Headquartered in Italy, it includes three business units:

- › Unattended Scanning Systems *(fixed position scanners for the industrial market)*
- › Marking *(laser marking systems)* - Laservall
- › RFID *(radio frequency systems)* - EMS

The Business Development Unit (which includes Informatics and Enterprise Business Solution Business Unit) is added to the other three companies. It deals with the development of new business platforms within the Group and the evaluation of new merger and acquisition opportunities.

The head of the Group, Datalogic S.p.A., with headquarters in Bologna, continues to be responsible for definition of the Group's strategy, values and policies. It guarantees coordination and control of the Group and all its companies.



## ...EVOLVING SHOPPING WITH JOYA

Shopping becomes a pleasant, convenient, interactive experience, in a store that recognizes its customers, talks to them, and offers them exclusive services. It's not science fiction, it's pure Joya! **Joya is the exclusive new pod from Datalogic**, cutting-edge technology with advanced performance, incredibly simple to use for shoppers of any age, **Digital Natives and Digital Immigrants** alike. It's an attractive and versatile item, both lightweight and ergonomic, and feels good in your hand. It's the ideal tool **to help retailers communicate with their customers**. It offers multimedia information about promotions and discounts: music and video combine to create an entirely new and fascinating shopping experience! Joya is an effective tool for **Proximity Marketing** and a formidable **advertising media** for retailer-industry **co-marketing**, an additional form of business for retailers through the sale of advertising space.

*Retailers and Shopper Insight, all the customer's deepest desires and motivations, influenced at the time of purchase by the store marketing and atmosphere. Direct and personalized communication to customers (Smart Digital signage) has an impact that far surpasses traditional marketing, and it constitutes an effective and innovative tool to improve interaction with customers and help guide their choices. Advertising, promotions, entertainment, and information come together to pamper customers (who are increasingly promo-seekers) with personalized messages: content is significant, but the captivating way it is delivered has an incredible impact.*



ALWAYS AROUND THE CONSUMER



## THE ACTIVE DESIGN OF JOYA DESIGN THAT SERVES THE CUSTOMER

- › an elegant pod, unique design, advanced performance
- › soft, harmonious lines, rounded edges
- › lightweight
- › easy to use, handy and ergonomic
- › backlit high-resolution color display for images and clips
- › touch screen
- › illuminable rubber inserts and green spot functionality (Datalogic patented) for “good read” feedback
- › rubber inserts help cushion falls
- › 6 keys with backlighting
- › attractive interchangeable covers can be personalized
- › quality polyphonic sound and microphone
- › advanced user interface
- › the ideal tool for multimedia communications in the store
- › high-capacity battery
- › hook for using Joya with a neck strap
- › Microsoft® Windows CE
- › WiFi®, Bluetooth®, and USB® connectivity





## THE EVOLUTION OF SHOPPING

Joya represents **the new frontier in shopping**, giving the customer a more rewarding experience, and evolving the retailer's business toward increasingly positive results. **Shopecolution**, the innovative integrated solution for self-shopping from Datalogic, **uses Joya as the ideal tool in the hands of consumers to make shopping enjoyable** by effortlessly creating direct, personalized interaction with the customer, offering information, advantages, and personalized services at the **moment of truth**, when making a purchase in the store. It's the most effective way to increase **customer satisfaction** while simultaneously **growing customer loyalty, shopping value, and shopping frequency**. Shopecolution allows the customer to view the **net price of the products** on the Joya display, allowing customers to monitor the total amount they'll pay at the checkout throughout their time shopping trip. **Shopecolution integrates easily with all front- and back-office systems in stores and headquarters, and with all the newest technologies for customer relations (NFC®, Bluetooth®, etc.)**, allowing retailers to deliver added value from their various suppliers directly on the Joya display while the customer is selecting products.

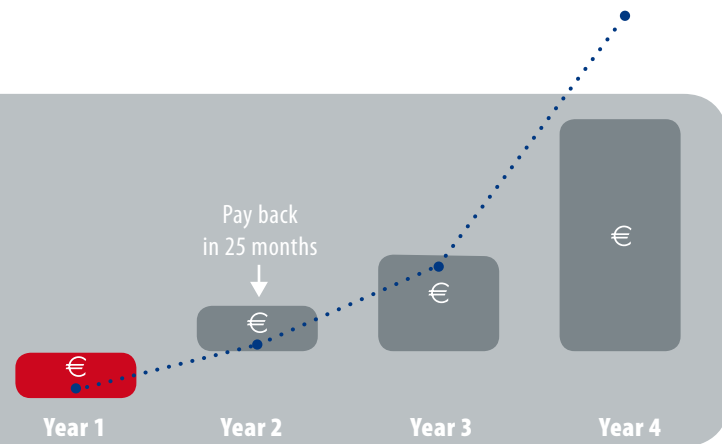




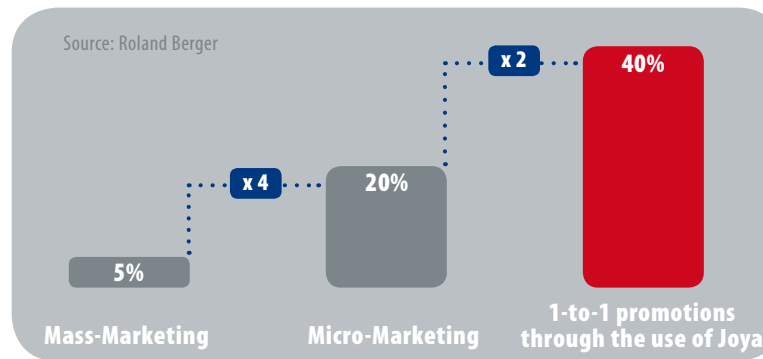
## A WORLD OF ADVANTAGES FOR RETAILER

# SELF-SHOPPING INCREASES BASKET VALUE WITH JOYA

The right offer to the right customer, at the right time: Joya is an **effective push and pull marketing tool** that can influence purchases, ensuring maximum redemption. In fact, by using Joya retailers can study the customer's habits, expectations, and shopping history in order to deliver **personalized offers aimed at creating new shopping incentives**: what the customer truly wants to be offered. More than 30% of products selected in stores are impulse purchases: offers communicated to customers using **Joya's Push Marketing** are the most effective way to increase basket value! This is also because the target shoppers for Joya are loyal and semi-loyal customers, customers who give the highest redemption on sales promotions, on collection points: these shoppers are therefore a highly **aspired cluster that all retailers try to pamper!**



RETURN ON INVESTMENT ANALYSIS YEARLY AND CUMULATED CASH FLOW



ONE-TO-ONE MARKETING REDEMPTION

ATTRACTION, INVOLVEMENT, PURCHASE:  
JOYA HELPS RETAILERS DIFFERENTIATE  
FROM COMPETITORS AND SATISFY  
THEIR CUSTOMERS



**THE SOLUTION OFFERS  
A WEALTH OF ADVANTAGES  
FOR RETAILERS:**

- › differentiation from the competitors to be more competitive and attract new customers
- › customer recognition, direct and personalized interaction
- › increases customer loyalty and inclination to buy
- › longer, stronger relationships with the best customers
- › increases the value of purchases and Customer Lifetime Value (CLV)
- › increases customer retention
- › shortens queues at the check-out
- › direct dialogue with customers in real time
- › surveys on Joya with real-time responses
- › information about the path taken through the store
- › reduces the contact cost, and therefore promotional and advertising costs
- › easy return of investment
- › integrates easily with all front- and back-office systems



SHOPPING BECOMES APPEALING,  
AND “OH!” MOMENTS INCREASE  
THE INCLINATION TO PURCHASE:



- › a fun and pleasant shopping experience
- › products scanned with Joya are placed directly in bags in the cart, in the way customers want
- › no need to unload the cart at the check-out
- › no queue to pay
- › information about product characteristics and nutritional content
- › personalized offers and promotions, using push and pull techniques
- › information about the net price of products and the final total to pay at the checkout
- › real-time display of the total receipt value to be paid at the checkout (calculates discounts in real time)





A WORLD OF ADVANTAGES FOR CONSUMER

## PLEASANT AND EASY SHOPPING AS A GAME

A solution designed to make the **customer feel special and pampered**, to craft the perception of a high level of service that will make **purchases increasingly easy and enjoyable**. An attractive tool that is easy to use and fun to discover. A way to increase customer satisfaction, since it can **respond instantly to real individual needs**. A new way to experience a store, for a happier and more cheerful shopping experience, that is personalized at every visit: fast, **for people with no time to waste**, full of information, content, and offers **for shoppers who want an in-depth and global view of their purchases**, and suited to the needs of adults but ready to meet the needs of the little ones as well.

SATISFACTION,  
EMOTION, ADVANTAGES:  
CUSTOMERS FEEL MORE  
SATISFIED USING JOYA





## A NEXT-GENERATION SHOPPING EXPERIENCE



- › Customers pick up a Joya pod from the dispenser located at the entrance, and the pod lights up when reading their loyalty card or when bringing near their NFC cell phone. A personalized shopping experience has begun for the customer, providing targeted offers, sales promotions, and advertising messages.



- › The consumer uses Joya to scan the barcode of all products before placing them in the cart. The Joya's large color display can show all the information about the characteristics of the product.



- › Customers can consult a personalized shopping list on Joya, the net price of products and the running total, quantities, items on sale, loyalty points, nutritional product content, and even recipes.

- › When finished shopping, the customer hands Joya to the cashier, who immediately prints the receipt without any need to empty the cart.



- › With Joya, customers will know about every product on promotion in the store.



- › They'll receive additional information about products as they approach hot spots on the shelves holding Joya.

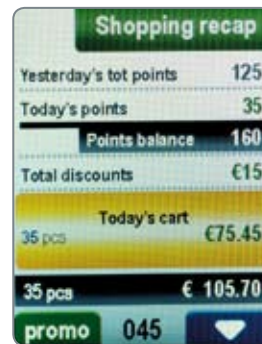
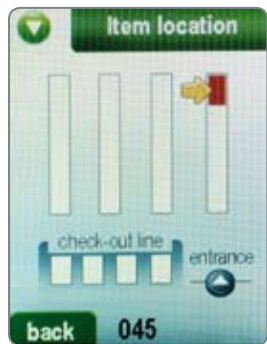


- › Alternatively, customers can also choose the self-service option and use a self-payment kiosk.



## ASSISTING RETAILERS, STEP-BY-STEP

Datalogic offers solutions including **analysis of specifications**, **marketing consulting**, and **analysis of results** so that retailers can use Shopevolution and Joya as efficiently as possible in each individual store and achieve the best results in all areas. What's more, qualified personnel from the company will hold **training and flanking courses** for technical and sales personnel in the stores. Finally, working in collaboration with specialized partner companies, Datalogic provides **complete post-sales support**.





### **Datalogic Mobile S.r.l. Headquarters**

Via S. Vitalino, 13  
40012 Lippo di Calderara di Reno  
Bologna - Italy  
Tel. +39 051 3147011  
Fax +39 051 3147561  
[www.mobile.datalogic.com](http://www.mobile.datalogic.com)

### **Enterprise Business Solutions**

#### **Datalogic Mobile S.r.l.**

Via Scattolin, 4  
31055 Quinto di Treviso  
Treviso - Italy  
Tel. +39 0422 377311  
Fax +39 0422 377323  
e-mail: [ebs@datalogic.com](mailto:ebs@datalogic.com)  
[www.joya.datalogic.com](http://www.joya.datalogic.com)

