RETAIL

Industry Guide

◆DATALOGIC

EMPOWER YOUR VISION

Datalogic at a glance

Datalogic Group is a global leader in the **automatic data capture and factory 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.
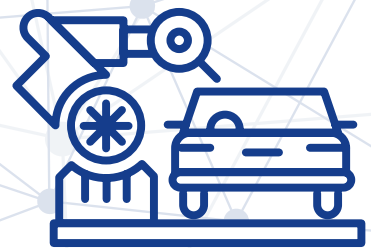
The Group has **50 years of history** behind it, during which enormous successes have been achieved: **8 R&D centers and 3 DL Labs in Italy, USA, Vietnam, and China; 11 manufacturing and repair facilities** in USA, Hungary, Slovakia, Italy, China, Vietnam, and Australia; a **portfolio of about 1,200 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 **more than 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

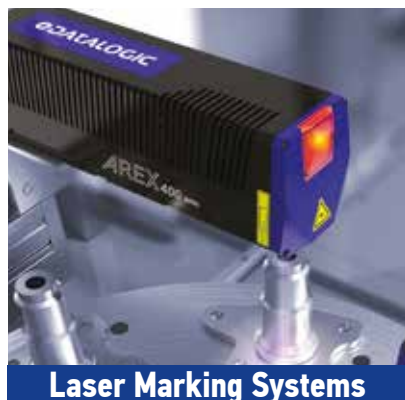TRANSPORTATION & LOGISTICS

HEALTHCARE

DATALOGIC PRODUCT RANGE

Fixed Retail Scanners

Handheld Scanners

Stationary Industrial Scanners

Mobile Computers

OEM Barcode Readers

Laser Marking Systems

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, Skorpio and Falcon equip the retail associates with the technology necessary to execute retail functions that maximize their productivity while delivering excellent customer service.

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" *We satisfy globally the Retailers business needs, from Distribution Center to Checkout and Shoppers' Home.* "

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.

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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.

LARGE ITEM SCANNING / BOTTOM OF BASKET

Where large items need to be identified, scanners such as Gryphon™ Handheld Series 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.

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 / 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.

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.

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.
Memor series together with Handscanner represent a perfect solution for this application.

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.

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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.
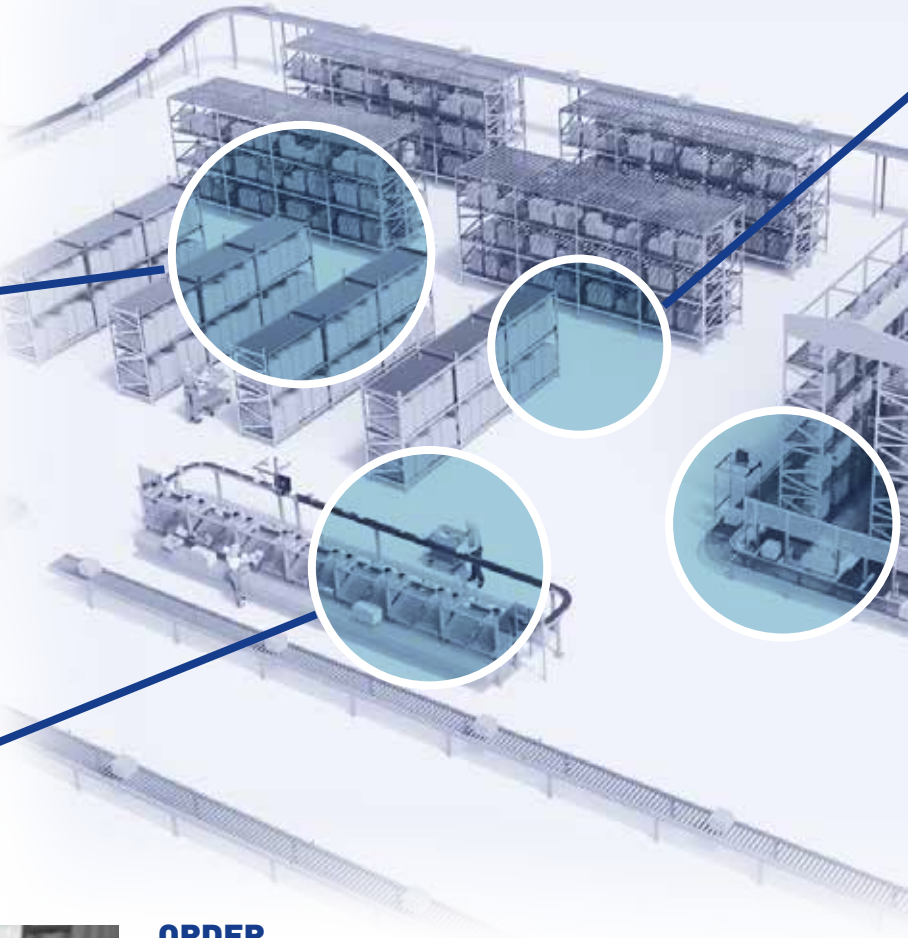

STORAGE

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.

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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, Handscanner...) 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

GPS4400

- Snappy omnidirectional reading
- Intuitive aiming system
- Compact, ergonomic design is ideal for hands-free or handheld operation
- Illumination system optimized to allow easy reading of barcodes from mobile phones, laptops or PDAs
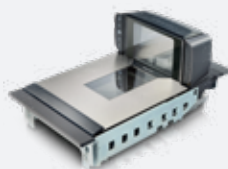
MAGELLAN 1500i

- 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
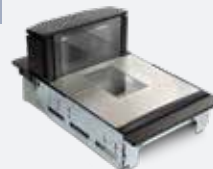
FIXED RETAIL SCANNERS

MAGELLAN 9300i/9400i

- Full digital scanning with 2D code reading in every plane and image capture capabilities
- Available with a dedicated Magellan Customer Service Scanner (CSS) with flexible mounting for reading cell phones, coupons and loyalty cards
- Compatible with traditional checkstands and scanning techniques

MAGELLAN 9600i

- Fresh styling, rugged design
- New options that enable Artificial Intelligence (AI) at the checkout
- Three chassis lengths and multiple check stand mount options allows customers to have a tailored solution that solves all of their assisted and self-checkout needs

MAGELLAN 9800i

- Advanced digital imaging in all reading planes
- Seamless reading of 1D and 2D codes in all planes with good-read audio and visual confirmation for fast, uninterrupted scanning
- Optional Top Down Reader adds large topside field-of-view as well as a customer-facing mobile device reader
- Low bonnet height allows for accessibility and flexibility in checkstand layout

MOBILE COMPUTERS

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+

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

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MAGELLAN 3410/3450VSi

- 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
- Solid-state electronics for silent operation and superior reliability
- M3410 Powers from single Type A 2.5W USB port
- Available Magellan Customer Service Scanner (CSS) with omni-mount for reading cell phones, coupons and loyalty cards

MAGELLAN 3510/3550 HSi

- 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
- Solid-state electronics for silent operation and superior reliability
- M3510 Powers from single Type A 2.5W USB port
- Available Magellan Customer Service Scanner (CSS) with omni-mount for reading cell phones, coupons and loyalty cards

MAGELLAN 9800I TDI

- Fully integrated into the 9800i, using the exact same mounting system as our current TDR
- Excellent view of the platter which provides an optimum perspective for AI and Machine Learning applications
- Utilizing the time-tested TDR housing, the Magellan 9800 TDI has the same rugged design to provide years of trouble-free service

MAGELLAN 9900i

- With basic and advanced configurations, the Magellan™ 9900i offer a 30% smaller bonnet for less footprint above the counter
- New options that enable Artificial Intelligence (AI) at the checkout
- Three chassis lengths and multiple check stand mount options allows customers to have a tailored solution that solves all of their assisted and self-checkout needs

LANEHAWK LH5000

- Helps boost profits per lane (per day) by up to 10%, leading to a quick return on investment (ROI) of less than 12 months
- Able to recognize a BOB item and automatically send the item description and UPC information directly to the POS during the transaction
- Requires minimal cashier training and operates within the transaction workflow

MEMOR™ K

- Ergonomic, very light weight and pocketable size to read 1D and 2D codes in any direction, and on any surface, including mobile screens
- easy-swappable battery for a quick replacement
- Enhance productivity all over the store: run simultaneous applications smoothly

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

FALCON™ X4

- Choice of windows embedded or Android™ operating systems
- Full-shift hot swappable battery
- Choice of 1D or 2D imagers featuring
- Datalogic's green spot technology, plus new 2D Auto Range option

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

HANDHELD SCANNERS

POWERSCAN 9100 SERIES

- Datalogic's new linear imaging technology
- Supports Bluetooth wireless technology SPP and HID profiles
- Ethernet Connectivity (Standard and Industrial)

POWERSCAN 9501 SERIES

- New Datalogic proprietary scan engine
- with extra-long range capabilities
- Fast autofocus system
- Optimized for dark environments
- Ability to scan from LCD screens
- Decodes up to 3 mils

HANDHELD SCANNERS

GRYPHON™

- Enhanced reading technology for superior scanning and depth of field
- Intuitive highly visible aimer to easily target the code to be read
- Disinfectant Ready enclosures resistant to harsh chemical cleaning
- Wireless charging (no need for contact cleaning or maintenance procedures)

QUICKSCAN 2200 SERIES

- 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 'Green Spot' technology for superior good-read feedback
- Intrinsic Trigger Robustness by Design
- USB interface, includes the latest USB-C standard
- Wide choice of stands and accessories

QUICKSCAN 2500 SERIES

- 1 MP optics for superior scanning and Depth Of Field
- Datalogic distinctive technology LED-based extreme precision aiming system Motionix™ patented motion-sensing technology for seamless reading mode transitions
- Omnidirectional reading / Reads 1D, 2D, postal codes, stacked and composite barcodes, dot codes and Digital Watermark codes

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

XRF410N

- Perfect solution for e-commerce small object automated order fulfilment systems or postal logistics flats sortation applications
- Easy to use and to install
- With a modular design, multiple XRF410N™ solutions can be combined for applications with wide conveyor belts or multi-side reading

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

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POWERSCAN 9600 SERIES

- Ultra-rugged design, IP65 and IP67
- Embedded industrial connectivity, modular
- Wireless charging reducing TCO
- Doubled radio range and OLED display
- Smart batteries and diagnostics

HANDSCANNER

- Improves productivity saving 4 seconds per scan
- Improves accuracy: up to 33% less errors
- Improves worker ergonomics:
  weight savings of up to 1.5 tons per shift
- Best performance: megapixel resolution
  and ability to capture 1D/2D barcodes

RIDA

- 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

POWERSCAN FOR RETAIL

- Outstanding robustness (2.0 m / 6.6 ft drops) and
  an IP65 sealing rating
- Vertical cradle for presentation mode scanning
- Digital watermarks including Digimarc® Barcodes
- Intuitive aiming system
- Datalogic's 3GL™ (3 Green Lights) technology and
  loud beeper for good-read feedback
- Datalogic's Motionix™ motion-sensing technology

HERON

- 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

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www.datalogic.com