

# DATALOGIC AND EXTENDA RETAIL TAKE SELF-SHOPPING TO THE NEXT LEVEL WITH THE JOYA TOUCH 22

Bologna, November 29<sup>th</sup>, 2022. Datalogic is excited to announce release of the new Joya Touch™ 22 self-shopping device in partnership with Re-Vision, part of Extenda Retail.

Extenda Retail helps retailers deliver extraordinary shopping experiences by incorporating digital commerce capabilities into the physical store environment.

The Joya Touch 22 meets the most demanding self-scanning application requirements, effortlessly running Android™ OS with Google Mobile Services. The scintillating 4.3-inch display performs under the brightest of store lighting. The device is ruggedly designed and fully customizable externally in terms of color and branding, whether in PDA or pistol-grip form-factor.

The unique addition of wireless charging provides full battery capacity from a two-hour charge, and the boost recharge enables more than one hour of shopping time with a short 15-minute charge. You will no longer have to worry about damaged contact pins on your device or cradle leading to unplanned downtime due to maintenance. This boost to your ROI is further enhanced with device range backward compatibility with existing Joya Touch and Memor™ 1 accessories. The Joya Touch 22 supports indoor localization capabilities, adding the possibility to accurately track customer location while shopping, ensuring they don't miss out on the latest offers, promotions and product locations in real time.

Extenda Retail brings forth extensive added value by building fully customized applications on top of Datalogic's ecosystem, providing the end-users with a total solution to enhance the in-store experience. MyScan, Extenda Retail's self-scanning solution, supports Datalogic's Joya Touch 22 device, creating a joint future-proof solution for retailers.

"Datalogic's unmatched experience and technological capability, paired with Extenda Retail application software, will equip retailers with effective ways to address future challenges", declares John Curtis, General Manager Mobile at Datalogic.

"Extenda Retail is convinced that this strategic partnership will convert business and offer a completely new angle to the concept of self-scanning. This best-of-breed combination of software and hardware, providing a holistic solution to our retail customers on a global scale", says Michael Sabrkhany, VP Global Sales at Re-Vision.

Extenda Retail and Re-Vision

Extenda Retail inspires retailers and logistics providers to go further through frictionless,

game-changing software, which helps retailers grow their business and optimize staff and customer experience. The extensive portfolio of solutions includes Hii Retail (cloud retail software), POS (point-of-sale) & Checkout, WMS, Customer Intelligence & Loyalty, and Pharmacy software. With over 40 years as an industry leader in retail software development, hundreds of retail chains in over 37 countries across the globe utilize solutions by Extenda Retail.

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