

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

Bologna, February 24<sup>th</sup>, 2023. Datalogic is excited to announce the release of the new Joya™ Touch 22 self-shopping device in partnership with Datema. The ultimate shopping companion is now better than ever.

Datema Retail Solutions is a leading provider of self-scanning solutions to the retail industry with the software EasyShop. The new Joya Touch 22 is certified with EasyShop.

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 is certified with Quuppa Intelligent Locating System™, adding the possibility to accurately track customer location indoors, ensuring they don't miss out on the latest offers, promotions, and product locations in real-time.

Datema provides huge added value by delivering the EasyShop self-scanning solution on top of Datalogic's embedded fully integrated software ecosystem, extending the capabilities of the Joya Touch 22 to provide a more tailored customer experience.

"Datalogic recognizes the expertise and unique value that Datema adds to our self-shopping offering, helping the retailers ensure customer satisfaction and productivity with the best-in-class shopping experience", declares Luigi Frison, Global ISV Partner Director at Datalogic.

"Datalogic is an innovative player in self-scanning for the retail market. The partnership between Datema and Datalogic unites two innovators that jointly create a new dimension of consumer shopping experience", says Fredrik Englund, Managing Director of Datema Retail Solutions.

## Datema Retail

Datema Retail is a leading high-tech self-scanning software vendor. The company draws on more than 30 years of experience in providing solutions that increase customer loyalty and improve customer service. Headquartered in Stockholm, Sweden. Datema Retail is part of the Datema Group.