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Barcode scanner, label printer, rfid tag and barcode software news, research and video product reviews.

**All the fun of shopping at Coop: Salvatempo becomes Joya**

November 28, 2008

 [EMAIL ARTICLE](#)  [PRINT ARTICLE](#)**Unicoop Firenze, reportedly first retailer in Italy introducing Salvatempo back in 1998, has adopted Joya into its Barberino di Mugello supermarket.**

An additional goal reached by Datalogic, a leader in Europe for barcode readers, not even three months after the presentation of Joya, the self-shopping solution for the retail world.

Joya is the exclusive new pod by Datalogic able to enhance any shopping experience into a enjoyable activity and a time for information and where multimedia information on special offers or discounts, clips and music involve consumers in a personalised shopping experience.

"Both our Members and employees have showed great appreciation for the introduction of Joya into our Barberino di Mugello pilot supermarket" says Riccardo Rapi, Organisation and Systems Director at Unicoop Firenze. "The features of this new pod will make it possible for us to improve the system and give our customers an even more enjoyable shopping experience. What surprised the most during the trial time was the ease with which Members have used this new completely different pod, with no hesitation or uncertainty."

This is why Unicoop Firenze has chosen Joya for Salvatempo. A personalised and interactive navigator in the hands of Members that offers information and suggestions as customers shop, so as to involve them in a totally new shopping experience.

Customer care leading to customer satisfaction is the main goal for Unicoop Firenze; every single detail has been studied to perfection to bring fun and full awareness to each single minute of the shopping itself. Every element in the store blends in perfectly with the rest, colours and information displayed on Joya match the store's style and its values as if Joya had always been part of the store itself. From the moment Joya is picked up from the dispenser to the moment it is returned at check out, the animated character



displayed in the store is also nicely shown on the colour screen of Joya: thanks to Joya, Members will keep feeling pampered and part of a familiar environment, their favourite store.

The determination of putting Joya in the hands of Unicoop Members strengthens the cooperation between Unicoop and Datalogic and increases the trust placed in Shopevolution, quite an important step for Unicoop. Thanks to this solution, extremely positive results have been achieved these last few years: an average of 35% of the store purchase percentage has been brought about by Salvatempo. "The continuous and ever growing success of Salvatempo, with over 70 stores equipped with it, strengthens the partnership between Coop and Datalogic" says Luigi Frison, Datalogic Mobile EBS Marketing Manager. "The ideas and projects we are considering to develop with Coop are going to improve customer service."

Datalogic thus confirms its success thanks to Shopevolution, as well as its leadership in Italy (Coop, Conad, Carrefour, Auchan, Esselunga, Lombardini, Despar), France (Groupe Casino and ATAC) and Belgium (Delhaize Group and Carrefour) and shows how the knowledge of the market and of customers, once coupled with the spur to innovation, unfailingly leads to continuous growth.

Enterprise Business Solutions, Datalogic Mobile Business Units, develops complete Self-Shopping solutions and Consumer Relationship Technologies for the retail world. With more than 300 installations in Europe, Enterprise Business Solutions is a market leader in many countries such as Italy, France and Belgium with the Shopevolution offer.

Datalogic Mobile, part of the Datalogic Group, is a global player in the Rugged Mobile Computers market, offering a full range of products, dedicated to the main target application fields: warehousing solutions, field force automation and retail in-store.

With our strong presence in EMEA, Americas and Asia/Pacific and the powerful network of partners all-over-the world, Datalogic Mobile has been able to show an impressive track record of growth, permitting it to be one of the fastest growing companies in the industry and to be positioned among the worldwide market leaders.

Datalogic Group is a world-class producer of bar code readers, data collection mobile computers and RFID systems. We offer innovative solutions for many industrial sectors, from manufacturing to transportation & logistics and retail. The Group has been listed on the STAR segment of the Italian stock exchange since 2001 as DAL.MI, with headquarters located in Lippo di Calderara di Reno (Bologna). Datalogic has about 1900 employees worldwide, in over 40 countries in Europe, Asia, the United States and the Pacific Rim. In 2007, the Datalogic Group achieved revenues of €404 million, an increase of 6% over the previous year.

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**Belgravium launches VRS, a new 'Voice Recognition System'**  
January 26, 2009

A fully operational 'Voice Recognition System' from Belgravium Ltd is now available for demonstration

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*White Paper*

This Paper explores consumer attitudes towards the introduction of biometric technology in the European region, as well as their views on how biometrics can help to solve problems such as identity theft and fraud.

and implementation.



### **Barcode scanners with drivers licence parsing support retail compliance in sales of regulated items**

January 16, 2009

Retailers who sell regulated goods such as alcohol and tobacco must adhere to US local, state, and federal requirements to accurately verify customer drivers' licence data

**Two-dimensional bar coding demystified**  
*YourTechTV.com*

Getting to grips with alternative data carrying symbologies.

**What is a barcode?**

*YourTechTV.com*

What is a barcode by Grant Wicks VP of market - Wasp Barcode Technologies

**An Introduction to Bar Code Technology**

*White Paper*

This document gives an overview of bar code technology and how to use it.

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### **Honeywell area-imaging scanners ready to read standardised coding on pharmaceutical packaging**

January 14, 2009

Preparing for the planned EU initiative that will require 2D bar codes on all pharmaceutical packaging within Europe.



### **GS1 UK backs industry initiative to standardise mobile scanning.**

January 16, 2009

GS1 UK has announced its participation in a worldwide industry initiative, GS1 Mobile Com, which will enable consumers to access product information via their mobile phones.

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