

Business Development: Evolution Robotics Retail, Inc.

Evolution Robotics Retail, Inc. is part of the Business Development Unit of Datalogic Group.

Headquartered in Pasadena, California, it is a leading supplier of vision systems with unique expertise in visual pattern recognition technology for use currently in retail loss prevention and productivity applications.

The company is a renowned leader in the area of computer vision and control systems. The technology behind LaneHawk™, the company's flagship product, is the patented ViPR™ (visual pattern recognition) technology, which can be found in more than three million machines worldwide.

LaneHawk™ is a retail loss prevention solution that helps turn bottom-of-basket (BOB) losses and in-cart losses into profits in real time. Evolution Robotics Retail's ViPR™ technology exists in over three million machines worldwide, and LaneHawk™ has been implemented in more than 15,000 lanes of leading national and regional grocery store chains in the United States.

LaneHawk™ identifies items at the bottom of the basket and the top of the cart, sends their UPC codes to the POS, and includes those items as part of the transaction. This technology ensures that revenue is captured for the items that pass through the checkout lane.



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