



## CIAO Intelligent Shopper Assistant (ISA)

Redefining Retail: AI-Driven Anti-Fraud, Peak Performance, and Innovative Self-Service Solutions. Designed for the Modern Retailer.

In an era where retail efficiency meets technological brilliance, CIAO emerges as the zenith of the Intelligent Shopper Assistant. Seamlessly merging a vivid 5.0 inch display with groundbreaking Wi-Fi 6/6E connectivity, it redefines the in-store browsing experience. Powered by a robust Qualcomm processor, paired with a vast storage, CIAO promises lightning-fast data interactions. But it's not just about performance; its precision scanning and AI-driven fraud detection ensure every product interaction is accurate and trustworthy. With resilience from Gorilla Glass and extended battery life, it's crafted for continuous retail challenges. Also, the seamless synergy with "CIAO AI Connect" Smart Holders and future compatibility with universal retailer software amplifies its adaptability. Introducing CIAO - envisioning the of retail, today.

### MEFERI

MEFERI's CIAO Connect, the Intelligent Shopper Assistant: Revolutionizing Retail Shopper Journey with AI-Powered Security. Refer to CIAO Mobile Shopper Solution for more information:

[www.meferi.com/solutions/ciao](http://www.meferi.com/solutions/ciao)

### MEFERI's Charging Wall

Our Charging Wall can host as many devices as you need. CIAO Mobile Shoppers are always powered up and ready to assist your customers. CIAO charging cradles are available with 3-slot for new store openings and easy replacement of existing cradles.

### MEFERI's Retail Ecosystem

From AI Cameras to Cloud Software, every component in MEFERI's ecosystem works in harmony, offering an unmatched, Data-Driven Retail Solution.

### SALES/REFERENCE MATERIALS

**Partner Portal:**  
[www.portal.meferi.com](http://www.portal.meferi.com)

**Product Home:**  
[www.meferi.com/ciao](http://www.meferi.com/ciao)

**Technical Support:**  
[www.support.meferi.com](http://www.support.meferi.com)

**MEFERI Solution:**  
[www.meferi.com/solutions](http://www.meferi.com/solutions)

**MEFERI Software Suite:**  
[www.meferi.com/en/us/products/software](http://www.meferi.com/en/us/products/software)

**Accessories:**  
[www.meferi.com/products/accessories](http://www.meferi.com/products/accessories)

## FEATURES AND BENEFITS

### Empowering Retail with CIAO's Superlative Performance

Experience unparalleled speed with CIAO's Qualcomm QCM4490 processor, elevating mobile computing to unprecedented heights. This super premium component ensures instant data processing, rendering shopping expeditions delightful and memorable. Paired with a massive 8GB LPDDR4 RAM and 128GB UFS storage, it confidently supports any retail store's data needs, guaranteeing a fluid, efficient, and industry-leading shopping experience.

### Elevating Retail Interactions with CIAO's Premium Display

Experience CIAO's 5.0 in IPS, 720 x 1280 display. Protected by Corning Gorilla Glass III, it ensures resilience and scratch resistance. Luxibright technology delivers vivid colors, optimal viewing angles, and energy efficiency, even in sunlight. The touch panel is responsive in wet conditions or with gloves, enhancing in-store browsing and purchases.

### Effortless Integration with CIAO: Maximizing Existing Infrastructure

CIAO offers a seamless transition with durable ElectroQuick Couplers. These contacts endure frequent cleanings and are fully compatible with existing Charging Walls and Cradles, saving on costly replacements. Optimize current infrastructure and reduce deployment expenses with CIAO's intelligent solution.

### Precision Scanning: Superior Barcode Recognition

CIAO's advanced scanning with Honeywell Honeywell HS7, MEFERI SE5070 and PRZM optics guarantees instant, flawless scans for 1D/2D barcodes. Its proximity sensor auto-activates within 30 cm, streamlining the shopping adventures.

### Enhance Brand Presence: Personalize CIAO to Reflect Your Identity

With CIAO, aesthetics meets functionality. Customize CIAO to match your store's brand with a variety of color choices for the handle and scanning button. This allows CIAO to seamlessly integrate into your retail environment, enhancing your brand's presence and enriching the shopping experience. CIAO isn't just a device; it's a statement piece that reflects your brand's identity and commitment to excellence.

### Versatile RFID Integration: Enhanced Security & Possibilities

Unlock CIAO's built-in RFID tag potential. It safeguards against theft with alarms and visual alerts, aids in swift device retrieval, and integrates with other RFID systems, enhancing store security and data collection. It's not just device protection; it's about optimizing operations, ensuring safety, and enhancing the retail experience. CIAO's RFID flexibility allows retailers to harness its power in many ways.

### AI FRAUD DETECTION SOLUTION FOR RETAIL Advanced Fraud Detection: AI-Powered Security & Assurance. Precision in Every Scan

CIAO's AI-enabled solution offers next-gen shopping assurance:  
CIAO AI Connect: AI Camera covers the entire trolley, inspecting every product placed or removed against CIAO scan data for accuracy. Dynamic Visual Recognition: AI algorithms cross-verify scanned items, ensuring correct products in the cart and identifying discrepancies. Intelligent Alerts: Immediate notifications for mismatches or potential fraud, assisting customers and halting transactions if needed. Seamless Self-check-out (SCO) Support: Integrates with Self Checkout systems, enhancing the shopping experience.

## FEATURES AND BENEFITS

Features	MEFERI CIAO ISA	Zebra PS20 Base	Zebra PS20 Plus	Zebra PS30	Datalogic Joya A6	Datalogic Joya Touch 22
<b>Physical</b>						
Dimensions	9.78 x 3.15 x 3.44 in / 24.84 x 8.01 x 8.74 cm	8.58 x 2.95 x 3.05 in / 21.8 x 7.5 x 7.86 cm	8.58 x 2.95 x 3.05 in / 21.8 x 7.5 x 7.86 cm	8.58 x 2.95 x 3.05 in / 21.8 x 7.5 x 7.86 cm	Handheld: 5.7 x 3.0 x 1.3 in / 14.5 x 7.7 x 3.4 cm Pistol-Grip: 5.7 x 3.0 x 4.5 in / 14.5 x 7.7 x 11.6 cm	Handheld: 14.5 x 7.7 x 3.4 in / 5.7 x 3.0 x 1.3 cm Pistol-Grip: 5.7 x 3.0 x 4.5 in / 14.5 x 7.7 x 11.6 cm
Weight	372.5 g / 13.1 oz	290 g / 10.23 oz	290 g / 10.23 oz	282 g / 9.95 oz	Handheld: 275.0 g / 9.7 oz Pistol-Grip: 305.0 g / 10.7 oz	Handheld: 285 g / 10.1 oz Pistol-Grip: 317 g / 11.2 oz
SIM	NO	NO	NO	NO	NO	NO
Display	5 in HD Works when wet; Works with gloves	4 in	4 in	4.7 in	4.3 in	4.3 in
Battery	6800 mAh; Support battery safe self-replacement; Can recharge the CIAO AI Connect battery	3500 mAh	3500 mAh	3500 mAh	3300 mAh	3300 mAh
Microphone	YES	NO	YES	YES	YES	YES
<b>Performance</b>						
Operating System	Android 13 Upgradable to Android 18	Android 9 Upgradable to Android 11	Android 9 Upgradable to Android 11	Android 13 Upgradable to Android 18	Android 6 Upgradable to Android 9	Android 11 Upgradable to Android 13
Processor	2.4 GHz Octa-core, Qualcomm QCM4490	2.2 Ghz 8-Core, SD660	2.2 Ghz 8-Core, SD660	2.4 Ghz Octa-Core, QCS4490	1 Ghz 4-Core, SD210	2.2 Ghz 8-Core, SD660
Memory	8+128 GB 4+64 GB	4+16 GB	4+16 GB	6+64 GB	2+16 GB	4+32 GB
<b>Wireless Connectivity</b>						
WLAN	Wi-Fi 6E 2x2 Dual-Band Simultaneous (DBS)3, 2x2 MIMO 802.11b, 802.11g, 802.11n, 802.11ac, 802.11ax	IEEE 802.11/a/b/g/n /ac/ d/h/i/k/r/v/w 2x2 MU-MIMO	IEEE 802.11/a/b/g/n/a c/d/h/i/k/r/v/w 2x2 MU-MIMO	Wi-Fi 6E 2x2 Dual-Band Simultaneous (DBS)2, 2x2 MIMO 802.11b, 802.11g, 802.11n, 802.11ac, 802.11ax	802.11a, 802.11b, 802.11g, 802.11n	IEEE 802.11/a/b/g/n/a c/ d/h/i/k/r/ v/w 2x2 MU-MIMO
Wireless WAN	NO	NO	NO	NO	NO	NO
BlueTooth	BlueTooth 5.2	BlueTooth 5.0	BlueTooth 5.0	BlueTooth 5.0	BlueTooth 4.0	BlueTooth 5.0
NFC	YES	NO	NO	NO	NO	NO
<b>Data Capture</b>						
Barcode Scanner	Honeywell HS7 or MEFERI SE5070	Zebra SE2100	Zebra SE4710	Zebra SE4710	Datalogic green spot aimer	Datalogic green spot aimer
Front Camera	YES	NO	YES	NO	NO	NO
Rear Camera	YES	NO	NO	YES	NO	NO

## FEATURES AND BENEFITS

Features	MEFERI CIAO ISA	Zebra PS20 Base	Zebra PS20 Plus	Zebra PS30	Datalogic Joya A6	Datalogic Joya Touch 22
<b>Locationing in the Store</b>						
Locationing	BT BLE/Wi-Fi	BT BLE/Wi-Fi only	BT BLE/Wi-Fi only	BT BLE/Wi-Fi only	BT BLE/Wi-Fi only	BT BLE/Wi-Fi only
Integrated RFID tag	YES (RFID tag. Anti-theft buzzer, Flashing of the screen in red in the exit area of the store. Searching for a lost device in the store)	YES (via optional security tags)	YES (via optional security tags)	YES	YES (via optional security tags Anti-theft buzzer)	YES (via optional security tags Anti-theft buzzer, NFC)
<b>AI Fraud Detection Technology</b>						
AI Camera in CIAO AI Connect (Smart Holder) for Shopping Trolley	YES <sup>①</sup>	NO	NO	NO	NO	NO
CIAO AI Vision Frontend (Self-Learning AI-Based Software for Fraud Detection)	YES <sup>②</sup>	NO	NO	NO	NO	NO
CIAO AI Vision Backend (Cloud / Local SKU Data Base). GDPR Secured	YES <sup>③</sup>	NO	NO	NO	NO	NO
<b>Payment Technology</b>						
Contactless payment ready	YES <sup>④</sup> (Native)	NO	NO	NO (Enable but not native)	NO	NO
<b>Seal</b>						
Drop Protection	1.5 Meter	1.2 Meter	1.2 Meter	1.2 Meter	1.2 Meter	1.2 Meter
<b>Accessory</b>						
Smart Config & Cradle setup	YES	YES	YES	YES	YES	YES
Charging Cradles	YES (3-slot) + CIAO Compatible	YES	YES	YES	YES	YES
CIAO AI Connect (Smart Holder for Fraud Detection)	YES	NO	NO	NO	NO	NO

① Guaranteed 80% reduction in revenue losses related to fraud, which typically accounts for 1.5 - 2.5% of annual revenue.

② Provides accurate recognition of goods in the customer's trolley and prevents fraud. Can automatically upload new goods to SKU Data Base.

③ Software platform for product photo upload (up to 30000 SKU) has a user interface and API.

④ It is CPoC Solution. NFC in front under screen. Contactless Payments on COTS CIAO device. The solution enables a cardholder to pay with a contactless-enabled card or device (e.g., wearable, phone, tablet).

## FEATURES AND BENEFITS

Features	MEFERI CIAO ISA	Zebra PS20 Base	Zebra PS20 Plus	Zebra PS30	Datalogic Joya A6	Datalogic Joya Touch 22
<b>Service and Maintenance</b>						
Easily service ElectroQuick Couplers in Charging Cradle	YES <sup>⑤</sup>	NO	NO	NO	NO	NO
Easily service ElectroQuick Couplers in Holder for PSS Device	YES <sup>⑥</sup>	NO	NO	NO	NO	NO
Easy access inside Charging Cradle via back cover	YES <sup>⑦</sup>	NO (Screw holes only)	NO (Screw holes only)	NO (Screw holes only)	NO (Screw holes only)	NO (Screw holes only)
MDM System	YES <sup>⑧</sup> (Native and Partner Supplied)	Partner Supplied	Partner Supplied	Partner Supplied	Partner Supplied	Partner Supplied
Maintenance	YES <sup>⑨</sup>	NO (Sent Back to Workshop)	NO (Sent Back to Workshop)	NO (Sent Back to Workshop)	NO (Sent Back to Workshop)	NO (Sent Back to Workshop)

### At-a-Glance Attack Strategy: CIAO (ISA) Advantages

Use these mini fight-sheets for a quick at-a-glance view of the advantages of CIAO (ISA) over the primary competitive devices.	<ul style="list-style-type: none"> <li>• Very old OS version.</li> <li>• Smaller battery.</li> <li>• Smaller display, can't provide enough real estate for apps; workers can't view more business data on a single screen.</li> <li>• No NFC connection, lower Bluetooth speed.</li> <li>• Not support AI fraud detection technology.</li> <li>• Not support contactless payment.</li> <li>• No microphone.</li> <li>• No camera.</li> </ul>	<ul style="list-style-type: none"> <li>• Very old OS version.</li> <li>• Smaller battery.</li> <li>• Smaller display, can't provide enough real estate for apps; workers can't view more business data on a single screen.</li> <li>• No NFC connection, lower Bluetooth speed.</li> <li>• Not support AI fraud detection technology.</li> <li>• Not support contactless payment.</li> <li>• No rear camera.</li> </ul>	<ul style="list-style-type: none"> <li>• Smaller standard battery.</li> <li>• Smaller, non-HD display makes reading the screen more difficult.</li> <li>• No NFC connection, lower Bluetooth speed.</li> <li>• Only rear camera, no front camera. lower quality image capture.</li> <li>• Not support contactless payment.</li> </ul>	<ul style="list-style-type: none"> <li>• Older OS version.</li> <li>• Smaller battery.</li> <li>• Much smaller memory.</li> <li>• Smaller display makes reading the screen more difficult.</li> <li>• Battery is hard to remove.</li> <li>• Doesn't support contactless payment.</li> <li>• No camera.</li> </ul>	<ul style="list-style-type: none"> <li>• Older OS version.</li> <li>• Smaller standard battery.</li> <li>• No NFC connection, lower Bluetooth speed.</li> <li>• Less Flash memory.</li> <li>• Slower, less powerful processor increases scanning and data processing time.</li> <li>• Doesn't support contactless payment.</li> <li>• No camera.</li> </ul>
--	--	---	---	---	---

⑤ YES - in CIAO Charging Cradle. Convenient replacement, does not require sending the device to the service.

⑥ YES - in CIAO AI Connect. Convenient replacement, does not require sending the device to the service.

⑦ A two-in-one solution: 1. The lid latches do not need screws, it can be removed quickly. 2. Screw holes for additional protection.

⑧ Remote connection, diagnostics, OTA firmware update, application downloads /update, security policies, etc. (Cloud / Local Server)

⑨ Change ElectroQuick Couplers in one click in CIAO, CIAO AI Connect and CIAO Charging Cradle.

## KEEPING ERROR/FRAUD UNDER CONTROL

### THE POWER OF AI

CIAO Mobile Shopper Assistant (ISA) device communicates with **CIAO AI Connect (Smart Holder)**, integrated with **AI Camera** that covers the entire trolley volume. It works diligently to match items placed in or removed from the trolley with the CIAO Intelligent Shopper Assistant (ISA) scan events, offering an extra layer of support to shopper to avoid mistakes and an extra layer of **Security In Retail Operations** and ensuring a stressless shopping environment. **Transaction Blocking or Initiating a Security Check** at checkout. Additionally, this solution can also support SCO checkout by anticipating and informing SCO supervisor/security team.

### Enhancing Transaction Integrity with Intelligent Notifications

CIAO Intelligent Shopper Assistant (ISA) combined with CIAO AI Connect (Smart Holder) employs notification systems that **Automatically Detect** and report any errors or **Potential Fraud**. When an item is missed in the scanning process, a prompt message alerts the customer to scan the missing product or remove it from the trolley to avoid **Transaction Blocking or Initiating a Security Check** at the checkout. Alternatively, the system can be silent and store security team informed.

## CIAO Contactless Payment Function Feature

Unlock the power of contactless payment directly on the CIAO Intelligent Shopper Assistant. Process bank card transactions and enhance customer engagement with an integrated loyalty program, all hosted within the CIAO device. The NFC module is placed closer to the device screen, so for payment, it is necessary to bring the plastic card to the device screen, which makes the payment process even more convenient since it is not necessary to remove CIAO from CIAO AI Connect.



### POS Independent Functionality:

CIAO devices function as stand-alone POS terminals, eliminating the need for additional hardware. This integration simplifies the setup and reduces equipment costs, making it an economical solution for retailers.



### Secured Payment Processing:

Ensure fast and secure transactions with the built-in security features of Tap on Mobile. Ideal for self-checkout scenarios, this feature streamlines the payment process, enhancing both staff and customer experiences by reducing transaction times and increasing safety.



### Comprehensive Payment Support:

CIAO ISAs accept a wide array of payment methods, including NFC-based mobile payments and contactless credit cards. This flexibility allows customers to pay how they want, enhancing convenience and improving the overall transaction experience.



### Adaptable and Scalable:

Seamlessly integrate with existing Electronic Cash Registers (ECR) apps and scale to accommodate different retail sizes and needs. Whether you're outfitting a grocery store or a large department store, the system adjusts to meet your specific operational demands.



### Operational Excellence:

Enhance the efficiency of your checkout processes, increase transaction accuracy, and improve the overall shopping experience. By optimizing these key areas, retailers can achieve higher customer satisfaction and foster loyalty.



### Real-Time Analytics and Insights:

Gain immediate insights with CIAO devices featuring Tap on Mobile. Access key sales and customer data on-the-fly, enabling quick and effective decision making that enhances both customer service and store efficiency.

## MEFERI Software Suite



MeOmniSoft

OmniSoftware Suite - A comprehensive set of industry-specific utilities and applications, designed to unlock maximum productivity and efficiency on all MEFERI devices. Customizable, scalable, powerful.



MeOmniApps

OmniIndustry Suite - Unleashing the power of industry-specific mobile apps, revolutionizing operations across sectors. Experience the transformative and customizable OmniIndustry Suite, of tailored applications for various industries, designed to streamline your operations.



Shadowwalk

EMM Shadowwalk by MEFERI - your trusted solution for corporate mobile device management and enterprise mobility. Combining Mobile Device Management (MDM) and Enterprise Mobility Management (EMM), Shadowwalk offers advanced remote control, streamlined administration, enhanced diagnostics, and comprehensive data security. Tailored for businesses seeking centralized, efficient, and secure mobility management. Perfect for large enterprises demanding scalability and compliance.

Dive deeper into its potential on our website: [www.meferi.com/en/us/products/software](http://www.meferi.com/en/us/products/software)

### Retail Software Compatibility Features

CIAO seamlessly integrates with any self-scanning and mobile shopper software, including Vynamic Personal Shopper, Revision / Extend, Budget Box, and 4MAX Self-service solutions. Experience real-time shopping insights with unmatched versatility.