DIA launches a new App which enables online shopping through voice recognition and scanning products

/ The new DIA online application, already available for IOS and Android devices, makes 9,000 products from www.dia.es available to customers

/ The technology of this App, which complements the application that the company already has for managing shopping and coupons, allows filling the basket by voice recognition and scanning the barcode of products.

Madrid, Tuesday, July 04, 2017. Continuing with the objective of developing the digitization process of the company, DIA is launching a new exclusive App that improves the online shopping experience, streamlining the entire process and providing new functionalities that help the customer simplify the operation. This way, online shopping at DIA from mobile devices will now be easier, faster and more convenient, and will be done in less than five minutes, a record time.

This new application allows users to quickly add the products they are looking for to their virtual shopping cart through a powerful search engine. Among the main innovations provided by the technology of this App, it is worth noting that customers will be able to use the microphone in their mobile phones to add products by voice commands, in addition to the classic manual selection of the products. In the same way, the system allows scanning product bar codes through the camera to load them into the basket, and it incorporates a novel system that offers alternatives in case the product is not available at that time in the product catalog www.dia.es. This App also has a technology that allows you to recover old orders or saved lists to make the purchase in less time.

The new online DIA App, which will be complemented with the application that the company already has and which is more focused on purchase management, digital coupons and store finder, is available for download on IOS and Android devices in Google Play and the App Store. It offers a wide array of about 9,000 food, drugstore, hygiene, cosmetics and beauty products.

The DIA online store is already present in 31 Spanish provinces that serve over 16 million customers, being the cheapest establishment of the whole company thanks to its competitive prices and promotional discounts. DIA's online shopping is active in: Pontevedra, Asturias, Biscay, Navarre, Zaragoza, Barcelona, Burgos, Valladolid, Segovia, Avila, Guadalajara, Toledo, Castellón, Valencia, Alicante, Balearic Islands, Madrid, Cáceres, Badajoz, Murcia, Almeria, Granada, Cordoba, Seville, Huelva, Tarragona Cádiz, Albacete, Vitoria, Santander and San Sebastián.

DIA (Distribuidora Internacional de Alimentación) is an international food retailer that also distributes fast-moving and HPC goods. DIA is traded on the Madrid Stock Exchange and is part of the Ibex 35, the main reference index of the Spanish stock market. In 2016, gross sales under banner reached EUR10.5bn and the company had 7,799 stores in the countries in which it operates: Spain, Portugal, Brazil, Argentina and China.

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