

THE DATALOGIC ORGANIZATION

Datalogic is part of the Datalogic Group, a global leader in Automatic Data Capture and Industrial Automation markets. As a world-class producer of bar code readers, mobile computers, sensors, vision systems and laser marking systems, Datalogic offers innovative solutions for a full range of applications in the Retail, Transportation & Logistics, Manufacturing and Healthcare industries. Datalogic products are used in over a third of the world's supermarkets and points of sale, airports, shipping and postal services. Datalogic is in a unique position to deliver solutions that can make life easier and more efficient for people.

Datalogic Spa., is listed on the STAR segment of the Italian Stock Exchange since 2001 as DAL.MI, with headquarters in Lippo di Calderara di Reno (Bologna, Italy). Datalogic Group employs about 2,400 staff members worldwide distributed throughout 30 countries. In 2014 Datalogic Group generated revenues over 464.5 million Euro and invested over 43 million Euro in Research and Development. With a portfolio of over 1,000 patents, Datalogic is a worldwide technology leader.

RETAIL TECHNOLOGY LEADERSHIP

Datalogic technology and engineers helped spawn the use of bar codes in retail checkout over 40 years ago with the first scan of Wrigley's chewing gum at a supermarket in the United States. Since then, Datalogic has evolved the original scanner (the Model A) and improved the technology within the industry.

Today, vision technology and imaging systems from Datalogic have thrust retail checkout technology forward:

- LaneHawk™ systems from Datalogic use Visual Pattern Recognition (ViPR™) technology to identify items without the need of a bar code.
- Datalogic developed the industry's first 100% digital imaging grocery scanner, the Magellan™ 9800i.
- The Jade™ automated scanning portal is revolutionizing high volume grocery checkout using vision and imaging technology to scan items at the POS at over twice the speed of manual scanning.



Datalogic doesn't just keep up with the industry, we set the standard.



www.datalogic.com



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Solutions for
HIGH VOLUME RETAIL

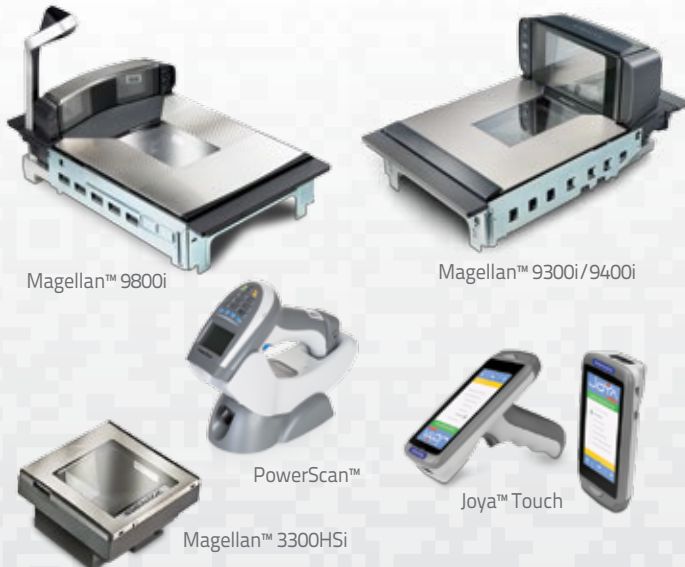


POINT-OF-SALE



Applications: Customer Check-Out

- 100% Imaging technology reads 1D and 2D bar codes
- ScaleSentry™ Shrink Monitoring/Prevention System
- All-Weighs™ scale platter
- Reads mobile device screens
- Reads Digimarc® Barcodes
- Full touch display



STORE AUTOMATION



Applications: Self-shopping, Queue Busting, Inventory Management, Assisted Sales

- 'Green Spot' technology for good-read feedback
- High-visibility color touchscreen display
- Keypad or full touch display
- Supports bar code reading on mobile device screens
- Reads Digimarc® Barcodes
- Supports multimedia promotions while shopping



LOSS PREVENTION



Applications: Visual Scanning Solution for Reducing Bottom-of-Basket (BOB) Loss

- High resolution cameras and integrated lighting
- Real-time POS System integration
- Fast and easy installation with minimal training time
- Identifies products without bar code detection



INVENTORY MANAGEMENT



Applications: Inventory Management, Product Management: Price Check, Markdowns, Tag Printing, Stock Check

- Large, high-visibility, color touchscreen display
- Laser or imager data capture
- 'Green Spot' technology for good-read feedback
- Ergonomic design and robust construction
- Multiple operating systems
- Bluetooth® Wireless Technology Class 2 with EDR
- Cisco CCX v4 Certified Laird/Summit 802.11 WLAN

