



## DIGIMARC® BARCODE

Datalogic has partnered with Digimarc to bring a new data collection method to retail called *Digimarc Barcode* (or *GS1 DWCode*). Digimarc Barcode will improve throughput productivity while offering a wealth of new benefits to retailers, brands and customers.

Digimarc Barcode consists of the same data commonly found in UPC/EAN or GTIN 1D bar codes and are printed invisibly all over the surface of a given package, item or label. This means checkout clerks as well as shoppers using self-checkout services can more quickly scan items without having to hunt for the bar code on an item. In addition, packaging with Digimarc Barcode can connect mobile-enabled shoppers with additional product information, special offers, recommendations, reviews, social networks and more.

Retailers use Digimarc Barcode for easier checkout, improved operational efficiency and the ability to more effectively control inventory, all of which impacts the bottom line. It is an unobtrusive and seamless element of packaging artwork or can also be applied to in-store printed labels, allowing for more reliable and efficient scanning by cashiers and shoppers with phones. Digimarc Barcode for thermal labels make scanning more efficient by helping cashiers more easily scan torn, wrinkled or damaged fresh food labels.

Since the entire package or label surface is encoded, packaging and labels with Digimarc Barcode are easier to read for all supported devices. As a result, cashiers and customers don't need to search for a UPC bar code, which speeds the checkout process and reduces repetitive motion injuries.

Datalogic is proud to offer more Digimarc Barcode supported products than any other AIDC supplier making today's checkout faster, reliable, secure and more versatile for retailers.

## BENEFITS

### Faster Checkout

Digimarc Barcode invisibly repeats the GTIN multiple times over the entire package. Checkout clerks, as well as shoppers using self-checkout, can quickly scan items without having to find and position the bar code towards the reading window.

### Improves the Shopping Experience

Replace QR codes to create 'easier to use' customer engagement opportunities with mobile enabled shoppers. Connect shoppers to extended packaging, special offers, reviews, social networks, and more.

### Security and Authentication

Invisible data can be used for item traceability, brand authentication, and defeating bar code swapping.

### Available on the Following Products:

- Jade™
- Joya™ Touch A6
- LaneHawk™ LH5000
- Magellan™ 3450VSi
- Magellan™ 3550HSi
- Magellan™ 9400i
- Magellan™ 9800i
- PowerScan™ Retail



## DATALOGIC PRODUCTS THAT FEATURE DIGIMARC BARCODE TECHNOLOGY

<p>Jade X7</p>	<p>The Jade X7 portal scanner is a unique data collection device that allows the shopper to place items in any orientation onto a moving checkstand belt. The items pass through scanning arches that read bar codes and visually recognize items at a much higher speed than a traditional checkout configuration.</p>	
<p>Joya Touch A6</p>	<p>The Joya Touch A6 is a multi-purpose device ideal for various retail applications such as Self-Shopping, Price Checking, Markdowns, Shelf Replenishment, Inventory, Access Control and more. It is also available in a Healthcare model that is ideal for various applications such as bedside care, admittance, nursing activities, pharmacy, etc.</p>	
<p>LaneHawk LH5000</p>	<p>A loss prevention solution that detects and recognizes bottom-of-the-basket (BOB) items assuring they are added to the transaction, increasing store profits. The LH5000 system will detect and recognize items that pass by the camera and send their GTIN information directly to the POS.</p>	
<p>Magellan 3450VSi</p>	<p>The Magellan 3450VSi scanner features seamless 1D and 2D decodings, solid state electronics, image capture and easy service access for software updates or configuration changes, all in a compact size and vertical scanning position.</p>	
<p>Magellan 3550HSi</p>	<p>The Magellan 3550VSi scanner features seamless 1D and 2D decodings, solid state electronics, image capture and easy service access for software updates or configuration changes, all in a compact size and horizontal scanning position.</p>	
<p>Magellan 9400i</p>	<p>The Magellan 9400i scanner/scale is a high performance scanner for use in large retailers. It includes digital imagers in all planes and reads both 1D and 2D bar codes seamlessly. It is also available with a dedicated Customer Service Scanner (CSS) with flexible mounting for reading cell phones, coupons and loyalty cards.</p>	
<p>Magellan 9800i</p>	<p>The Magellan 9800i scanner/scale is the top-of-the-line bar code scanner for use in large retailers. Digital imaging technology quickly reads 1D and 2D bar codes while giving the 9800i a 20% increased platter area. The Top Down Reader (TDR) increases the scan volume and provides a customer facing mobile device reader.</p>	
<p>PowerScan Retail</p>	<p>The PowerScan Retail series is for users who want to incorporate the durability of PowerScan imagers into a retail environment. The proven ruggedness of PowerScan readers guarantees reliable long-term operation at the POS checkout. Capable of reading 1D/2D bar codes and digital watermarks, including Digimarc Barcodes.</p>	