

# Industrial Wireless Handheld Readers Ensure Bang & Olufsen - Datalogic

B&O is a designer and manufacturer of high-end audio products, televisions and telephones. After moving to a new warehouse, the requirements for tracking inventory became much more stringent

Datalogic's PowerScan™ Readers Meet Product Line Tracking and Distribution Requirements at the New Bang & Olufsen Warehouse

## Overview

Established in 1925, Bang & Olufsen is a Danish company that designs and manufactures high-end audio visual products such as stereos, televisions and telephone products in Struer, Denmark.

In 2008, Bang & Olufsen moved their finished products warehouse from a facility in Struer to a new, highly modern distribution center in Herning, Denmark.

The center was to function as a warehouse for forwarding Bang & Olufsen's entire product program to the global finished product distribution. Traceability and warehouse flow were key as the large warehouse area came with high logistical requirements.

## The Challenge

Based on the requirements of the new distribution center, it was clear that there was a need for a tracking system based on wireless bar code scanners; however, at the same time, Bang & Olufsen did not wish to use traditional WLAN technology for security reasons.

Together with Draupnir, a Datalogic Quality Partner, Bang & Olufsen was able to find the perfect solution based on the Datalogic STAR Cordless System™ wireless communication and the industrial, high-performance PowerScan™ PM8300 readers.

## The Solution

After installing the PowerScan™ readers, the forwarding office warehouse now has a joint on-line network with high speed and optimal data security by means of only five access points. With this as a secure foundation, each worker can freely use the wireless handheld readers throughout the entire warehouse.

This capability is due to the Datalogic STAR Cordless System proprietary radio, which is 100% compatible with the PowerScan readers. With simple cabling via an industrial BUS system, the Datalogic STAR Cordless System provides outstanding radio coverage in the work place, which

increases productivity and flexibility.

It also offers scalable solutions from simple point-to-point applications to multi-point configurations from complex systems. Further more, the Datalogic STAR Cordless System offers a 433 Mhz network and high data security, which was essential to Bang & Olufsen's new system requirements.

"The system is reliable, the wireless range meets our requirements, the data security is first class and the battery lifetime fully complies with our two shift requirements," Peder Dreier, an employee at Bang & Olufsen, stated.

The PowerScan reader selected for the project is also both robust and ergonomic. The battery lifetime is superior when compared to conventional wireless scanners – up to 60,000 scans from one charge.

### The Result

Bang & Olufsen has customers all over the world and good logistics therefore have the highest priority. After installing the new bar code system from Datalogic, Bang & Olufsen can now follow all their products from conception to customer. Moreover, Bang & Olufsen knows exactly where the products are and can avoid wasted time both for their customers and increase their own satisfaction.

The PowerScan 8300 series from Datalogic consists of a broad spectrum of products specially designed for use in demanding environments. With or without wires and with or without a display and keyboard, all models are waterproof and so robust that they can withstand a fall from 5.4 ft / 1.8 m, which protects Bang & Olufsen's investment.

As a result of the Datalogic STAR Cordless System, the PowerScan readers can be used everywhere where wireless registration of bar codes is available with optimal data security.

Customer

Bang & Olufsen

Industry

Manufacturing

Sub-Industry

Electronics and Computers

Application  
Warehouse Management  
  
Country  
Denmark  
  
Datalogic Product  
PowerScan™ PM8300  
  
Datalogic Quality Partner  
Draupnir