DATALOGIC SCANNING PRESENTS A HANDHELD LOSS PREVENTION SOLUTION GRYPHON I GD4110 IMAGER WITH EAS

FOR IMMEDIATE RELEASE Datalogic Scanning Presents a Handheld Loss Prevention Solution Gryphon I GD4110 Imager with EAS Eugene, Oregon, March 10, 2010 – Datalogic Scanning is excited to introduce a solution for loss prevention now available in the renowned line of Gryphon™ handheld scanners. The Gryphon™ I GD4110 imager offers a model that incorporates the Electronic Article Surveillance System (EAS) into its functionality. "The AIDC industry is constantly evolving and setting the bar at increasingly higher levels in answer to the differing demands of data collection markets. We are proud to offer our customers this latest enhancement of our Gryphon product family," states Dave Sullivan, Sr. VP Global Sales and Marketing. "Through the use of the EAS system our customers will find a stronger return on investment (ROI) by virtue of reducing the risk of inventory loss." The Gryphon I GD4110 EAS reader is unique to the marketplace, as it is the only handheld linear imager offering an EAS option. The EAS system helps reduce shoplifting losses by identifying items through tags and labels as they pass through a gated area. This model is complete with an integrated EAS antenna, and dedicated EAS cables (RS-232 and IBM 46XX). These points lend to an ease of connection and compatibility with EAS systems, and so allow the operator to deactivate the tags and scan the bar code in a single motion. Tag deactivation is performed by bringing the reader within a short distance to the tag. The distance is determined by the tag/label size and may range from 0 – 4.0 cm/1.5 in. Operators will still experience the versatility, snappy reading performance, and robust lightweight ergonomic form factor found in the Gryphon I GD4100 imager. Total cost of ownership (TCO) is enhanced by the availability of the Remote Host Download feature that aids in lowering service costs and improving operating efficiency. Gryphon™ Products The Gryphon I GD4110 EAS reader joins the globally recognized Gryphon family line-up, which represents the premium line of offerings found within Datalogic's group of handheld readers. The Gryphon readers all feature the Datalogic patented 'Green Spot' for good read feedback and come with several options; corded or cordless and 1D or 2D label decoding. The cordless models offer either the Datalogic STAR Cordless System™ radio or Bluetooth® Wireless Technology. Key Features • Simultaneous bar code scanning and tag deactivation • Checkpoint® Systems EAS Compatible • Tag deactivation distance from 0 to 4.0 cm/1.5 in. • Dedicated EAS cables (RS-232 and IBM 46XX) for easy connections and EAS compatibility • Remote Host Download lowers service costs and improves operations • Shares the same cables, power supplies, stands and holders used by the standard GD4XXX readers. • Robust ergonomic form factor • Snappy reading performance • Drop resistance to 1.8m/5.9 ft. • Datalogic's patented Green Spot for good-read feedback • IP52 water and particulate rating • 5 year factory warranty Datalogic Scanning by the Numbers • A Datalogic Scanning bar code reader is installed every 36 seconds. • Over 3 million Datalogic handheld readers have been sold since 1998. • Over 30,000 customers have chosen Datalogic Scanning handheld readers. Datalogic and the Datalogic logo are registered trademarks of Datalogic. S.p.A. in many countries including the U.S.A. and the E.U. Datalogic STAR Cordless System is a trademark of Datalogic Scanning Group Srl. Gryphon is a trademark of Datalogic Scanning, Inc. Other brands and product names may be trademarks of their respective owners. About Datalogic Scanning Datalogic Scanning is the recognized #1 worldwide leader in high-performance fixed position retail point-of-sale scanners and the #1 provider of handheld

scanners in EMEA (Europe, Middle East and Africa), with the most complete line of general purpose and ruggedized handheld scanners available today. Headquartered in Eugene, Oregon, Datalogic Scanning, a division of the Datalogic Group, serves multiple industries throughout the retail supply chain and distribution channel as well as manufacturing, government, healthcare, banking and finance sectors with a presence in over 120 countries. For additional information about Datalogic Scanning products, please visit www.scanning.datalogic.com, email scanning@datalogic.com, or call +1-800-695-5700 (toll-free in the USA only) or +1-541-683-5700. CONTACT: Pam McQueen Pam.mcqueen@datalogic.com +541-302-2012