

## DATALOGIC SCANNING DEMONSTRATES ITS INDUSTRIAL STRENGTH AT NA2010

FOR IMMEDIATE RELEASE Datalogic Scanning Demonstrates its Industrial Strength at NA2010 Cleveland, Ohio April 29, 2010 – Datalogic Scanning recognizes that bar code systems are a critical component to link activities both inside and outside of the supply chain. Without this technology, material handling inside a distribution center, manufacturing, or warehouse environment becomes more complex, costly and less productive. As an exhibitor at NA2010, Datalogic Scanning offered ruggedized, industrial strength bar code scanning solutions to optimize the efficiency of any supply chain. Datalogic demonstrated a complete line of scanning solutions addressing diverse material handling and logistics challenges such as tracking, traceability, reverse logistics and inventory management among others. For environments requiring laser technology, Datalogic featured the PowerScan™ PM8300 premium industrial scanner as the ideal solution. The PowerScan PM8300 has excellent reading range for applications scanning codes from long distances, such as from a fork lift. With a back lighted display and a 16-key keyboard, this reader offers new, simple ways for users to interact with their host system. It also unlocks new uses for the scanner that might typically require a more expensive portable data terminal. The PowerScan™ PBT7100 is Datalogic Scanning's linear imaging solution. This cordless handheld scanner features Bluetooth® wireless technology, which offers the operator freedom from cable entanglement while delivering rugged durability and extremely snappy reading performance, all at an affordable price. "The growing demand for 2D codes in material handling environments has started an industry-wide transformation from laser to imaging based technology," stated John Allen, Product Manager of Industrial Handhelds. To support this change, Datalogic offered the PowerScan™ PM8500 with Mega-Pixel imaging technology. This extremely ruggedized area imager offers the best omnidirectional reading of both 1D and 2D codes combined with the mobility of a cordless scanner, featuring the Datalogic STAR Cordless System™. About Datalogic Scanning Datalogic Scanning is the worldwide leader in fixed position retail scanning offering both in-counter and on-counter point-of-sale scanners and the best known provider of handheld scanners in EMEA, with the most complete line of general purpose and ruggedized handheld scanners in the world. A division of the Datalogic Group, Datalogic Scanning is headquartered in the US with a presence in over 120 countries. The company serves multiple industries throughout the retail supply chain and distribution channel as well as manufacturing, government, healthcare, banking and finance sectors. 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 S.p.A. PowerScan is a registered trademark of Datalogic Scanning, Inc. in many countries, including the U.S.A. and the E.U. All other brand and product names may be trademarks of their respective owners. For additional information about Datalogic Scanning products, please visit [www.scanning.datalogic.com](http://www.scanning.datalogic.com), email [scanning@datalogic.com](mailto:scanning@datalogic.com), or call +1-800-695-5700 (toll-free in the USA only) or +1-541-683-5700. CONTACT: Lauren Lundy [lauren.lundy@datalogic.com](mailto:lauren.lundy@datalogic.com) +1-541-302-2095 ###