

## ONE MILLION REASONS TO VISIT DATALOGIC SCANNING AT FMI

FOR IMMEDIATE RELEASE One Million Reasons to Visit Datalogic Scanning at FMI Las Vegas, Nevada May 10, 2010 – Datalogic Scanning is pleased to announce its attendance at The FMI Show 2010. Continuing its movement into imaging-based products, Datalogic will feature a preview of the world's first single plane scanners with imaging technology, the Magellan™ 3200VSi and 3300HSi, as well as many other creative scanning solutions to solve everyday retail challenges. For the latest in break-through scanning technology, Datalogic Scanning will be the point-of-sale exhibitor to visit. The Magellan 3200VSi and 3300HSi single plane scanners offer retailers incredible value. Both scanners feature expanded 2D reading capabilities and provide aggressive bar-code label reading performance, especially on hard-to-read bar codes (i.e. truncated, out-of-specification or poorly printed codes.) The new imaging-based scanners preserve the performance of laser scanners and are designed with the renowned quality and reliability of the Magellan brand. "The Magellan 3200VSi and 3300HSi scanners are extremely reliable. The new design eliminates the need for laser modules or spinning motors," stated Matt Schler, General Manager of Fixed Retail Scanning. "Since most of the features of the Magellan 3200VSi and 3300HSi are software-based, the scanners can be upgraded to add additional capabilities after the initial installation - protecting the user's investment and lengthening the useful life of the scanner." Datalogic Scanning will celebrate another 'Magellan first' during the show; the unveiling of the one-millionth Magellan bi-optic scanner. FMI marks the first public celebration of the one-millionth Magellan and also launches the Magellan "Thanks a Million" World Tour, where the scanner will travel to tradeshow and events around the world for the public to view. Datalogic encourages FMI attendees to stop by the booth for a limited edition World Tour t-shirt in honor of the celebration. During the show, Datalogic Scanning will also feature scanning solutions to solve productivity challenges. For instance, Datalogic's exclusive PreScan™ Queue-Busting Software Application will be demonstrated for retailers with limited checkout space and/or irregular traffic. Solutions to reduce footprint through small, versatile products like the Magellan™ 1100i imaging-based presentation scanner will also be on display. Retailers interested in loss prevention solutions can view the new Gryphon™ GM4100 mobile scanner with currency and document counterfeit detection as well as the Gryphon™ GM4100 EAS imager, the world's only handheld linear imager offering EAS deactivation. Datalogic Scanning's PowerScan™ ruggedized scanners will also be featured for in-store and backroom mobility challenges. To complete the show, white label mobile marketing services provider, RocketBux, will be available at Datalogic Scanning's booth to share the latest in mobile marketing applications and the compatibility of these programs with Datalogic scanners. 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. Magellan and PowerScan are registered trademarks of Datalogic Scanning, Inc. in many countries, including the

# Press Release



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