

DATALOGIC PLACES PEOPLE AT THE CENTER OF PRODUCT DESIGN: INTRODUCING THE SNAPPY, INTUITIVE, USER FRIENDLY GRYPHON I GBT4400 2D READER

FOR IMMEDIATE RELEASE Datalogic Places People at the Center of Product Design Introducing the Snappy, Intuitive, User Friendly Gryphon™ I GBT4400 2D Reader Eugene, OR USA – February 1, 2011 – Today, people from all walks of life are using bar code readers in many different applications. As this technology continues to move into the mainstream, people are looking for more than just performance. Datalogic Scanning is proud to meet this challenge with the new Gryphon™ I GBT4400 reader. Designed with people in mind, this reader delivers the performance that users expect, while blending advanced '2D' imaging technology with intuitive, user friendly features. Fast, snappy reading allows the Gryphon GBT4400 reader to excel in diverse application requirements. From signature capture to document scanning, this reader offers the performance users demand to efficiently read common codes including 1D, 2D, postal, stacked and composite codes like PDF417 and GS1 DataBar™ and even small, condensed codes. Imaging technology also enables the Gryphon GBT4400 reader to easily capture bar codes from LCD monitors or mobile devices for the latest mobile marketing / ticketing applications. High speed imaging and motion tolerance capabilities allow operators of the Gryphon GBT4400 reader to scan fast moving codes or move quickly from one code to the next. As a cordless device, mobility is supported by a Bluetooth® wireless technology, designed with a working range of 30 m / 90 ft. This allows the data to be quickly transmitted to the host as well as any other commercial or embedded Bluetooth® wireless technology v2.0 compliant device for optimal communication. Besides performance, user comfort is a top priority for the Gryphon GBT4400 reader. Featuring a steady, dim, deep red light, this reader's illumination system is easier on human eyes than competitive products with flicker illumination. Its highly visible 4-Dot aimer clearly defines the reading zone for simple presentation scanning and the center cross provides a locator for targeted handheld scanning. When 'pick mode' is enabled, the Gryphon GBT4400 reader scans the desired code using the aiming system for perfect control in multiple bar code environments. Datalogic's 'Green Spot' technology is another user-friendly feature of this device, offering the operator additional 'good-read' confirmation directly on the bar code scanned. Switching from stand mode to handheld mode (or vice versa) has also been revolutionized in the Gryphon GBT4400 reader. Using Datalogic's new Motionix™ motion-sensing technology, the reader is able to detect the motion of the operator, and automatically switch the device into handheld mode when picked up and back into stand mode when returned to its stand. This intuitive design eliminates the need to scan a bar code or to rely on mechanical switches, saving time and removing unnecessary confusion. To add to the flexibility of the Gryphon GBT4400 reader, its unique features can be programmed using the Datalogic Aladdin® configuration software, Datalogic's powerful and versatile online set-up tool, to precisely fit the user's demands. When Datalogic says 'designed with people in mind,' the Gryphon I GBT4400 reader is exactly what is meant. Performance, intuitive use and comfortable features make the Gryphon GBT4400 a device made for people, not machines. This reader's counterpart, the Gryphon GD4400 reader, will follow soon for corded applications. ### 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. Aladdin is a trademark of Datalogic S.p.A. and Gryphon and Motionix are trademarks of Datalogic Scanning, Inc. The Bluetooth word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Datalogic Scanning Inc. is under license. All other brand and product names may be trademarks of their respective owners. For additional information about Datalogic Scanning products, please visit our web site, email 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 +1-541-302-2095