

DATALOGIC INTRODUCES THE MAGELLAN 800I ON-COUNTER IMAGING BAR CODE SCANNER

FOR IMMEDIATE RELEASE Datalogic Introduces the Magellan™ 800i On-Counter Imaging Bar Code Scanner Eugene, OR USA – September 28, 2011 – Today, Datalogic unveiled its most recent addition to the Magellan family of bar code readers utilizing their latest digital imaging technology, the Magellan 800i scanner. As the newest addition to the market leading Magellan brand of fixed retail scanners, the Magellan 800i scanner delivers unprecedented value in a versatile design to help retailers around the world - large and small - harness the latest trends in data collection while improving productivity and reliability. The Magellan 800i scanner is available now through Datalogic's global network of distribution partners. "The Magellan 800i scanner extends the Magellan brand of high performance data collection devices to an even broader audience of customers around the world," said Matt Schler, General Manager of the Fixed Retail Business Unit. "The Magellan 800i scanner makes it easier than ever for our customers to take advantage of the high performance and high reliability associated with solid state imaging based products while enabling them to take full advantage of emerging applications requiring reading from mobile phones or decoding 2D bar codes." In addition the Magellan 800i scanner offers image capture, illumix™ intelligent illumination for automatically adjusting to different ambient light levels, and has a built-in Electronic Article Surveillance (EAS) antenna for linked tag deactivation for improving shrink caused by "sweet hearting". The Magellan 800i scanner has a small enclosure to maximize valuable counter selling space and an aggressive looking "window forward" design with a large scanning window affixed to an adjustable tilting stand for easy scan volume optimization. Whether used in convenience stores, pharmacies, specialty stores, cinemas or indoor/outdoor events, the Magellan 800i scanner is the answer for both today's and tomorrow's complex data collection needs. It will be on display in Datalogic's booth, 6624, at NACS 2011 in Chicago, October 1 – 4. 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 is a registered trademark of Datalogic Scanning, Inc. in many countries, including the U.S.A. and the EU and illumix is a trademark of Datalogic Scanning, Inc. 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 marketing.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 ###