

# TRANSFORMATION OF DATALOGIC AND PSC SUCCESSFUL! - DATALOGIC SCANNING TO FOCUS ON HIGH-PERFORMANCE RETAIL POS SCANNERS, GENERAL PURPOSE AND RUGGEDIZED HANDHELD SCANNERS

Transformation of Datalogic and PSC Successful! Datalogic Scanning to Focus on High-Performance Retail POS Scanners, General Purpose and Ruggedized Handheld Scanners Eugene, Oregon, April 23, 2007 – A worldwide leader in automatic data-capture technology, products, and services, Datalogic Scanning, Inc. is pleased to announce that the integration of the Datalogic Handheld Scanner Division with Eugene-based PSC Inc. was complete April 2, 2007. Datalogic Scanning offers the largest line of bar code scanners available today. “The last few months have been a very dynamic and vital time in the life of our company. The process of transformation into Datalogic Scanning brought many new opportunities which have been embraced throughout the business,” said Bill Parnell, President and CEO of Datalogic Scanning, Inc. “We have long been recognized for product excellence, dedicated employees, and flexible, responsive customer service. The star in our new logo reflects our commitment to continue to build upon the strength of the PSC legacy as Datalogic Scanning.” In addition to the company’s undisputed position as the market leader in high-performance fixed scanners with the Magellan® Retail POS Scanners, Datalogic Scanning now also offers the Catcher™ and Diamond™ presentation scanners, which are ideal for use in specialty retail stores and document handling applications. The company has also increased its handheld scanner line by adding the Dragon™ and Lynx™ along with the PowerScan® line of ruggedized handheld scanners. The Gryphon™, Heron™, FireScan™, and Touch™ will complement the existing QuickScan® general purpose handheld scanners. Datalogic Scanning now offers the most comprehensive line of handheld scanners in the AIDC industry. The goal of the integration process was to better serve customers through a more focused, dedicated, and specialized structure. Datalogic Scanning customers continue to receive the same quality products, service and support that they have always received. The complete product line will be at FMI/Markettechnics® in Chicago on May 6-8, Booth #825. About Datalogic Scanning, Inc. Datalogic Scanning, Inc. is the recognized #1 worldwide leader in high-performance fixed position retail point-of-sale scanners and the #2 global market leader with the most complete line of general purpose and ruggedized handheld scanners in the industry. Offering a broad array of technology, products, and services in the retail automation and automated data-capture market, Datalogic Scanning supports 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, the headquarters, primary development, marketing, and manufacturing facilities for Datalogic Scanning, Inc. are located in Eugene, Oregon, while sales and service offices are located throughout the Americas, Europe, and Asia-Pacific. Magellan, PowerScan, and QuickScan are registered trademarks of Datalogic Scanning, Inc. The Datalogic logo, Catcher, Diamond, Dragon, FireScan, Gryphon, Heron, Lynx, Touch are trademarks of Datalogic S.p.A. All other brand and product names are trademarks of their respective owners. For additional information concerning Datalogic Scanning products, please send an email to [scanning@datalogic.com](mailto:scanning@datalogic.com), visit [www.scanning.datalogic.com](http://www.scanning.datalogic.com), or call toll-free: 1-800-695-5700, or International: 1-541-683-5700.

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