

# DATALOGIC SCANNING AGAIN LED THE EMEA MARKET IN SALES AND SHIPMENT OF HANDHELD READERS

NEWS RELEASE Datalogic Scanning Again Led the EMEA Market in Sales and Shipment of Handheld Readers According to Ranking by Venture Development Corporation Eugene, Oregon, September 28, 2007 – For the fifth year in a row, Datalogic Scanning Inc., is pleased to announce that they have been named the leader in EMEA (Europe, Middle East and Africa) Region for handheld readers by Venture Development Corporation (VDC). VDC is an independent technology market research and consulting firm that is generally recognized as the leading source of information for this market sector. Based upon 2006 market data, VDC's most recent report ranks Datalogic Scanning as the worldwide leader in total shipments of handheld bar code readers into the EMEA region. Datalogic Scanning leads EMEA with 29% of the total handheld reader market. Of over 16 manufacturers analyzed by VDC in this report, Datalogic achieved a clear lead with 29% of the total market share for all handheld readers in the EMEA Region. Datalogic Scanning has been the leader in handheld readers in EMEA for five years in a row, based upon VDC reports. With the acquisition of PSC Inc. in 2005 and the completion of the recently announced "Transformation" project, which combined the Datalogic and PSC handheld scanning business units into one, Datalogic now offers the broadest range of handheld readers available today, including all three handheld scanning reading technology types: Linear Imagers, 2D Imagers and Laser Scanners. Datalogic Scanning Captures 53% of EMEA linear imager market. Of all the manufacturers considered by VDC, Datalogic Scanning clearly led the market, manufacturing more than half of the linear imagers sold in EMEA in 2006. Datalogic offers the broadest range of handheld linear imagers available today, including the Gryphon™, Heron™, QuickScan®, and Touch™ general purpose handheld imagers and PowerScan® industrial handheld imagers. Millions of Datalogic linear imagers have been installed in the retail, banking and finance; transportation and logistics; manufacturing and healthcare industries. "We are pleased to be recognized as the European leader by VDC," said Pietro Todescato, Datalogic Scanning's General Manager of the Handheld Scanning Business Unit. "It reaffirms the wide market acceptance for our handheld products and underscores our position as the clear market leader in EMEA." Facts about Datalogic Scanning Handheld readers: • A Datalogic Scanning bar code reader is installed every 36 seconds. • Over 2.5 million Datalogic handheld readers have been sold in the last ten years. • Over 30,000 customers have chosen Datalogic Scanning handheld readers. 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. About Datalogic Scanning, Inc. Headquartered in Eugene, Oregon, Datalogic Scanning Inc. is the recognized #1 worldwide leader in high-performance fixed position retail point-of-sale readers, the #1 leader in EMEA for handheld readers, and the #2 global market leader with the most complete line of general purpose and ruggedized handheld readers. Datalogic Scanning, a division of the Datalogic Group, serves 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. Datalogic is a registered trademark of Datalogic S.p.A. in many countries and the Datalogic logo is a trademark of Datalogic S.p.A. Gryphon, Heron, and Touch are trademarks of Datalogic S.p.A. PowerScan and QuickScan are registered trademarks of Datalogic Scanning, Inc. All other brand and

product names may be trademarks of their respective owners. CONTACT: Marilyn Junkins at +1-541-302-2131 [marilyn.junkins@datalogic.com](mailto:marilyn.junkins@datalogic.com)