

DATALOGIC SCANNING ANNOUNCES THE MAGELLAN 1100I OMNI-DIRECTIONAL IMAGING BAR CODE SCANNER - INTRODUCING ILLUMIX, A NEW INTELLIGENT ILLUMINATION TECHNOLOGY

FOR IMMEDIATE RELEASE Datalogic Scanning Announces the Magellan 1100i Omni-Directional Imaging Bar Code Scanner Introducing Illumix, a new intelligent illumination technology Eugene, Oregon, September 16, 2009 – Datalogic Scanning, the global leader in point-of-sale bar code scanning, is pleased to announce the latest enhancement to the renowned Magellan family of high performance scanners, the Magellan™ 1100i bar code reader. This innovative imager demonstrates each of the three primary Magellan brand attributes – high performance, exceptional reliability, and distinct value. The Magellan 1100i imager represents the second generation offering of the world's first imaging based presentation scanner, the highly successful Magellan™ 1000i imager. The Magellan 1100i reader is designed with a very compact form factor, the latest solid state electronics and innovative imaging technology that allow it to scan the most challenging bar codes in traditionally harsh retail checkout environments. A major result of this advanced technology is the aggressive data collection of 1D and 2D bar codes and the ability to be used as either a presentation or sweep mode reader. This ability to read almost any bar code and its small footprint, make it a natural fit for scanning applications found in convenience, specialty and drug stores. Emerging trends in Retail Mobile Commerce require businesses to accept e-coupons, admission tickets and boarding passes being presented on the displays of cell phones or PDA's. The Magellan 1100i imager introduces Datalogic's new Illumix™ intelligent illumination technology which enables the ability to read bar codes from backlit displays found in mobile phones, PDA's, PDT's etc. This feature not only supports fast paced consumer lifestyles, but also "green" initiatives to go paperless. For the first time in a Magellan line product, Datalogic's patented 'Green Spot' technology is available when ordering this reader. In small, noisy workspaces it can prove to be difficult to hear the "beep" of a scan. The 'Green Spot' technology provides additional visual good read feedback to the user right on the item being read. "Datalogic Scanning continues to offer value to our customers in products that exceed their data capture needs for today, while anticipating the demands of the marketplace in the future," states Matt Schler, General Manager, Fixed Retail for Datalogic Scanning. "We are happy to be able to add this new innovative imager to our world leading Magellan line of high performance retail scanners." Datalogic Scanning by the Numbers • Datalogic Scanning made history with the first retail bar code scan in 1974. • A Datalogic Scanning bar code reader is installed every 36 seconds. • Over 5 million Datalogic scanners have been installed since 1994 • Over 900,000 Magellan bi-optic scanners have been installed • Over 440,000 Magellan bi-optic scanners with integrated scales have been installed • Over 35,000 customers have chosen the Datalogic Scanning brand. 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 E.U. Illumix is a trademark of Datalogic Scanning, Inc. All other brand and product names may be trademarks of their respective owners. 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. For additional information about Datalogic Scanning products, please visit www.scanning.datalogic.com, email 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 +1-541-302-2012 ###