

DATALOGIC ADC'S MAGELLAN 800I IMAGER CLAIMS A TOP INNOVATIVE RETAIL PRODUCT AWARD

Düsseldorf, February 28, 2012 - The German business magazine for the retail industry Handelsjournal presented awards for the "Best Products for Retailers" on February 28 during the EuroCIS retail show in Düsseldorf, Germany. Datalogic ADC was the proud recipient of the silver medal in the innovation category, for its versatile Magellan™ 800i omnidirectional bar code reader. The Magellan 800i on-counter imager is compact and lightweight with ergonomics that facilitate both on-counter and handheld use.

Thanks to its advanced reading technology it reads 1D and 2D bar codes from printed surfaces and mobile phones for retailers looking to implement mobile marketing initiatives. Loss prevention is supported by the Magellan 800i reader's ability to deactivate EAS tags. Its compact size and small footprint make it the ideal solution for space-constrained environments. "Its technical features coupled with a variety of easy configuration options and superior price-performance ratio make the Magellan 800i scanner the best in its class", said Reiner Szech, Retail Sales Director at the awards ceremony in Düsseldorf.

The award is the result of votes from the 50,000 readers of Handelsjournal a magazine published by the German Association for Retail, Handelsverband Deutschland - HDE e.V, Berlin.