

DATALOGIC'S NEW TOUCH™ TD1100 LINEAR IMAGER READERS – ADDED VALUE AT A GREAT PRICE

Bologna, September 28, 2012 – Datalogic ADC proudly presents the [Touch™ TD1100](#) series of linear imager readers. This new linear imager offers the retail and service industries the performance and durability expected by higher class products with a much lower price tag.

The Touch TD1100 series provides the answer for customers requiring a cost-effective solution for close-contact bar code reading at the desk or checkout counter without sacrificing quality or performance. Designed for low throughput applications, the Touch TD1100 family ensures excellent reading capability on virtually all linear bar codes, including damaged or poorly printed codes. Plus, it's the only reader series in its class to guarantee contact reading with a depth of field up to 15 cm/5.9 in, allowing it to tackle applications usually handled by low-end laser scanners.

Ease of use and reliability were highlighted when designing this successor to the Touch 65/90™ line of readers. The Touch TD1100 is strong enough to resist drops from 1.5 m/5.0 ft, yet it is light in the hand and highly ergonomic, making the user's job easier. Installation versatility has been significantly improved due to the innovative 'read-thru' holder included for hands-free reading of documents and small items. Set up operations are also quick and simple thanks to Datalogic ADC's Aladdin™ Software Configuration Program.

The Touch TD1100 comes with two reading window options. The user can choose from the 6.5 cm /2.6 in for standard bar codes or 9.0 cm/3.5 in for wide bar codes. In order to assure complete flexibility between cost-effectiveness and future-proofing solutions, two interface alternatives are also provided for both models. The first interface possibility consists of USB or Keyboard Wedge/RS-232, while the second incorporates multi-interface USB / RS-232 / Keyboard Wedge and Wand Emulation.

“With the Touch TD1100 linear imager reader, Datalogic ADC offers increased performance, advanced features and an innovative 'read thru' holder in one package, at an incredibly affordable price. These readers can compete with entry-level laser scanners at a much lower price and with considerably low consumption, contributing to the green environment,” added Giulio Berzuini, Hand-Held Products General Manager of Datalogic ADC.