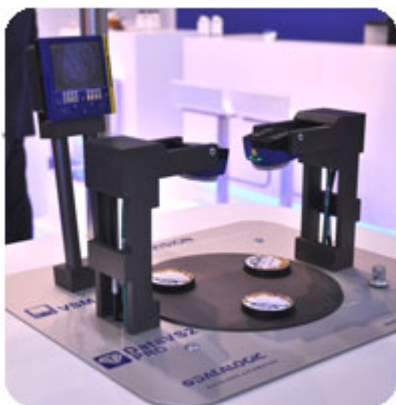


SPS/IPC/DRIVES, MORE THAN AN EXHIBITION!



Nuremberg, Germany

Datalogic Automation was present at SPS/IPC/DRIVES, the biggest user-oriented exhibition dealing with automation and drives technology: 1.429 exhibitors, 56.321 visitors.



Great success of Datalogic Automation booth: renewed in the layout and graphics, presenting state-of-the-art solutions for Industrial Automation and attracted hundreds of visitors. The excellent performance was also confirmed by the quality and the quantity of the contacts with negotiations starting already at the show, an important number of request for proposals to follow-up and new high potential contacts.

King of the booth was the Matrix 450™, the new-born Datalogic 2D imager, a breakthrough product which sets a new frontier in automatic traceability.

Gian Paolo Fedrigo - Datalogic Automation CEO - held a press conference for the international press, presenting the brand new imager.

A VIP dinner took place in the evening of the first day, where account managers had the opportunity to meet their customers and share ideas on business development.