

## DATALOGIC BRAND AWARENESS CHALLENGES TOP IT PLAYERS IN GERMANY

Bologna, 17th October 2006 - Like every year the German logistics magazine "Logistik Inside" published its 2006 image ranking survey that shows which brand names are most known by managers in industry and commerce for 99 leading companies of logistics products and services in Germany.

In the category IT solution providers Datalogic reached 4th place right behind the big players SAP, Oracle and IBM, and is the only data capture company in the top group. Furthermore, Datalogic's image ranking improved by 4.7% in comparison to last year, placing it in 22nd place amongst the 2006 image leaders with 716 points out of a maximum of 1000.

In the IT solutions category, the research analysed the image and high profile of leading suppliers in the field of logistics and supply chain management. This includes in particular ERP and WMS software, auto-ID systems, hardware and IT service. During the study it emerged that both the reputation and high profile of suppliers are important parameters for decision makers of products and services for logistics.