

## A NEW WEBSITE FOR A NEW DATALOGIC

Bologna, 27 June 2007 - Datalogic renews its website. Today, when the address [www.datalogic.com](http://www.datalogic.com) is entered, a new website is displayed reflecting the new company structure.

The new Datalogic logo and the image of the process that brought about its creation appears as soon as the gate to the Group is accessed. In fact, the new logo represents the integration between Datalogic and PSC, an American company acquired at the end of 2005.

The gate displays Datalogic's new organization, which has been in operation since April 2nd. Datalogic has recently completed a "transformation" process that brought about the creation of three autonomous companies, each with special characteristics in terms of markets, work processes, channels and product types.

The gate provides access to the four websites corresponding to the autonomous companies in the Datalogic Group:

Datalogic Corporate ([www.corporate.datalogic.com](http://www.corporate.datalogic.com));

Datalogic Scanning ([www.scanning.datalogic.com](http://www.scanning.datalogic.com)), which includes the High Performance Retail POS Scanners business unit consisting of fixed scanners for the retail market, as well as General purpose and ruggedized Hand held Scanners.

Datalogic Mobile ([www.mobile.datalogic.com](http://www.mobile.datalogic.com)), which includes both Mobile Computer business units of Datalogic and PSC;

Datalogic Automation ([www.automation.datalogic.com](http://www.automation.datalogic.com)), which includes the Unattended Scanning Systems (fixed scanners for the industrial market) business unit, Marking (Laservall's laser marking systems), and RFID (EMS radio frequency systems).

The newest feature of Datalogic's website is the creation of a press area: journalists can now find information of their interest, such as press releases, images, press kits and press contacts in the "Press Room" section ([www.datalogic.com/pressroom](http://www.datalogic.com/pressroom)).

The latest press releases, grouped into "Corporate," "Products" and "Investor Relations" categories, can be found when accessing the "Press Room" section. A search window is also provided for searching information by category, year or keywords.

Another great new feature is the addition of the "Image Gallery," an area in which high resolution photos can be found. Therefore, product and application (business solution) photos, as well as company and product logos can now be downloaded directly from the website.

There is also a "Press Kit" section, which provides the various company profiles, as well as the "Transformation Story," describing the process Datalogic underwent to arrive at the present day organization, the "Corporate Background," and a document presenting the "Technological Excellence" on which Datalogic bases its worldwide success.

In addition, the box "Our Case Histories" in the right column provides access to case studies on our products used in actual customer applications. A search for a specific product used in an application or a keyword can also be made in this box.