

DATALOGIC'S NEW WEBSITE WINS THE ECONTENT AWARD ITALY

Bologna, 17 October, 2007 - The new Datalogic website places second for the "eContent Award Italy" in the E-business category.

The "eContent Award Italy" has been organized by Milano's Polytechnic Institute and the European Commission MEDICI Framework with support from the most important Italian institutions (Presidency of the Republic, President of the Council of Ministers and nine Ministries). The aim of the "eContent Award Italy" is to promote young talent, creativity and innovation in the new media in Italy.

Datalogic's new website won 2nd place in the E-business category. The company, the third manufacturer in the world and first in Europe for Automatic Identification, activated its new organizational structure on April 2 and consequently redesigned its website, www.datalogic.com.

Datalogic's new website now reflects the new Group structure, thanks to its restyling, handled by the web agency Studio Pleiadi. The Datalogic Group is composed of 3 companies, each with its own corporate and product area: Datalogic Mobile (www.mobile.datalogic.com), Datalogic Automation (www.automation.datalogic.com) and Datalogic Scanning (www.scanning.datalogic.com).

Global quality and completeness of content were amongst the criteria used by the specialized jury that chose the projects, as well as ease of use (functions, navigation and orientation capability), interactivity, design (graphic/audio aesthetic value), quality of product creation, multi-language feature and project cost sustainability.

Along with the public website, Studio Pleiadi also designed and created an Extranet website for Datalogic with multi-level access. This allows Datalogic to share secure operative data and processes in real time with a large network of partners present all over the world.