

# DATALOGIC AUTOMATION "READS" THE NEWS

*Datalogic Automation is pleased to announce the excellent success of the new NVS9000™ vision system. Within just a few months after its launch this system has achieved high acceptance from system integrators who work with newspaper and periodical distribution systems. The new system's success can be measured from NVS9000™ orders worth 350.000 Euros in just the first two months of 2009.*

Bologna 19<sup>th</sup> March 2009 - Distribution of newspapers and magazines must be carefully monitored with regard to the number of copies circulated by newsstands, by subscription, in bulk, and as

promotional  
free copies.

In this  
periodical  
supply chain the  
fundamental  
link between  
publishers and  
the consumer  
are the local  
agencies who  
are responsible  
for distribution  
and for counting  
and returning  
the unsold  
copies to the  
manufacturer or  
to the paper  
shredder.

Certification of  
returned  
periodicals is  
one of the most  
difficult tasks  
that the retailer  
must face: each  
copy must be  
identified,  
sorted and  
returned to the  
individual  
publisher with  
accuracy and  
speed. Until  
now, this  
process required  
a  
time-consuming  
and error-prone  
manual  
scanning of tiny  
and sometimes  
poorly printed  
bar codes on  
each periodical.

To improve  
performances,

**Datalogic  
Automation**

offers the new NVS9000™ vision system that overcomes all the typical reading problems due to the editorial bar code dimensions and quality.

Notwithstanding its recent launch, the technological advantages offered by the new NVS9000™ vision system have already been discovered by the major Solution Providers of the sector, that have tested and ordered the system.

Unparalleled success is thus guaranteed.