DATALOGIC AUTOMATION "READS" THE NEWS

Datalogic Automation is pleased to announce the excellent success of the new NVS9000 TM 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 NVS9000TM orders worth 350.000 Euros in just the first two months of 2009.

Bologna 19th 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.