

# DATALOGIC'S MAGELLAN 9800I SCANNER/SCALE – MULTI-PLANE TOTAL IMAGING SCANNER

Bologna – June 19, 2013 - Datalogic, the global leader in retail checkout scanning, is proud to announce availability of the [Magellan™ 9800i](#) scanner-scale, the next generation scanner for high volume checkouts. The Magellan 9800i scanner-scale is the world's first full digital imaging multi-plane retail checkout solution. This addition to the [Magellan family](#) of scanners is targeted for use in the highest volume retail checkout environment. With digital imagers in all planes, the 9800i reads both 1D and 2D bar codes without requiring item orientation by the cashier. This results in increased throughput at the checkout and an improved shopping experience for consumers.

The Magellan 9800i scanner is also available with a unique optional feature, the Top Down Reader (TDR). The TDR increases the scanning performance by reading bar codes placed on the top and leading edge of items without the need for the cashier to re-orient products.

Mobile coupons are increasingly popular and widespread among shoppers. It is estimated that over 53 million shoppers will use mobile coupons by 2014 – just in the U.S. The Magellan 9800i TDR incorporates a customer facing mobile device reader that enables shoppers to quickly and easily self-scan digital coupons from mobile devices, paper-based coupons, and loyalty cards.

“The landscape of today's customer experience within the retail store is undergoing dramatic change” states Matt Schler, GM and VP of Datalogic's Fixed Retail Unit. “Datalogic is helping to address these changes by introducing the Magellan 9800i scanner and improving the quality of the customer's in-store experience by improving the checkout and providing an easier way for the retailer to interact with the shopper.”

The Magellan 9800i scanner-scale offers a sleek, modern design resulting in a significantly lower height of only 6.85 cm/2.7 in. eliminating a barrier between the customer and cashier. This low-profile design increases flexibility and accessibility in the check stand layout and improves accessibility to all shoppers when used in self-checkout lanes.

Loss prevention is designed into the Magellan 9800i product with a large All-Weights™ scale platter. The All-Weights platter allows cashiers to accurately capture the weight of larger produce items without causing shrink or loss by increasing the size of the weighing area. In addition, the Magellan 9800i scanner is equipped with ScaleSentry™ technology that detects items incorrectly placed outside the weighing area, alerting the cashier, and will not transmit weight information to the POS until the issue is corrected.

Additional features found in the Magellan 9800i scanner-scale include – Illumix™ - Intelligent Illumination Technology designed for digital imaging in retail; improved reading of both 1D and 2D bar codes for uninterrupted scanning, and Magellan Scale Technology offering standard or dual interval scales.

The Magellan 9800i scanner-scale continues the design goals of the Magellan family of products by increasing operation efficiency through higher scanning performance and reduced shrink. The

Magellan 9800i scanner-scale represents a fundamental design shift using breakthrough technology to bring to market the first truly new approach to high volume checkout scanning in many years.