

## DATALOGIC TO PREVIEW THE MEMOR X3 MOBILE COMPUTER AT NRF 2014

January 10, 2014 – Eugene OR, USA – Datalogic, a global leader in the Automatic Data Capture market, develops bar code scanners, mobile computers, and vision systems, based on leading edge technology. At NRF 2014, Datalogic will proudly debut the Memor™ X3 mobile computer, the next generation of the highly successful Memor mobile products. This new device will be generally available in Spring, 2014.

The Memor™ X3 mobile computer is the industry's most pocketable mobile computer. Besides significant improvements in speed and battery autonomy, the Memor X3 terminal features aggressive 1D and 2D scan capabilities. Laser models now feature Corning®Gorilla®Glass 2 scan windows guaranteeing optimum scanning performance by resisting scratching and damage of the scan window. Additionally, an area imager option will be available for reading 2D codes, particularly useful in pharmaceutical applications. All Memor scan engines feature Datalogic's patented 'Green Spot' good read technology.

"Datalogic develops mobile computers with the specific customer and industry needs in mind." stated Francesco Montanari, VP and GM of the Mobile Computer Business Unit, "Store associates will find that the Memor X3 terminal will enhance their efficiency and enhance the customer's shopping experience by offering real-time answers for inventory, stock location and pricing questions."

Following form factor of its predecessor, the Memor mobile computer, the Memor X3 terminal now offers a crisp 2.4" display and long-lasting batteries (1430 and 2300 mAh). It is built on a powerful 806 MHz microprocessor and is equipped with 512 MB flash memory and 256 Mb of RAM. The Memor X3 mobile computer offers enhanced Wi-Fi connectivity 802.11 a/b/g/n, and is able to work in both 2.4GHz and 5.2GHz bands complemented by a CCX v4 security confirmation from Cisco.

The Memor X3 mobile computer is ideal for various retailer settings such as mass/general merchandisers, warehouse clubs, and specialty, pharmacy, grocery and convenience stores.

Be sure to stop by Datalogic Booth 3545 during NRF 2014 to be one of the first to experience the Memor X3 mobile computer.