

DATALOGIC HELPS BREAK THE GUINNESS WORLD RECORD

February 6, 2014 – Eugene OR, US – Datalogic, a global leader in the Automatic Data Capture market, manufactures and develops bar code scanners, mobile computers and vision systems. At the 2014 National Retail Federation Convention Datalogic technology helped Digimarc (NASDAQ: DMRC) set a new Guinness World Record for the fastest time to scan and bag 50 items. With a Guinness World Record adjudicator present, the [Magellan™ 9800i multi-plane imaging scanner](#) was used to scan 50 items which were then bagged.

Timing for the record was clocked in at 48.15 seconds – bettering the previous record of 75 seconds. The record was set by Digimarc’s Ed Knudson, Executive Vice President, Sales and Marketing, and Sean Calhoon, Senior Director, Product Management, neither of whom have any professional checking or bagging experience. Adhering to the Guinness guidelines, the team switched scanning and bagging duties after 25 items, placed exactly 10 items in each bag and included the 2014 Guinness Book of World Records itself as the last item scanned. All 50 items appeared correctly on the printed receipt, stopping the clock to establish a game-changing pace of 62 items-per-minute.

Each item was marked with the Digimarc Barcode. The Digimarc Barcode is invisibly distributed over the entire surface of the package, eliminating the need for clerks, as well as shoppers using self-checkout, to find and position the bar code toward the reader. The Magellan 9800i device is the only retail scanner currently equipped to read the Digimarc Barcode.

“We are proud to partner with Digimarc to be part of this exciting technology and a new Guinness record,” states Bill Parnell, CEO and President of Datalogic ADC. “Our technology was used in the scanner that read the first bar code in 1974; and 40 years later our technology is reading the latest Digimarc Barcodes.”