

DATALOGIC HOSTS THE FIRST TECHNOLOGY AND INNOVATION DAY IN DUBAI

Dubai, October 13th 2014 - Datalogic, a global leader in Automatic Data Capture and Industrial Automation markets, and world-class producer of bar code readers, mobile computers, sensors, vision systems and laser marking equipment, invited customers and partners from the Middle East to its Datalogic Technology and Innovation Day at the Jumeirah Beach Hotel in Dubai on September 17, 2014. More than 250 customers came to Dubai from around the globe to meet Datalogic's industry experts and see its latest innovations and technology trends. During the workshop sessions visitors learned about revolutionary imaging technology, healthcare solutions, and automated warehousing solutions.

In the exhibition area, Datalogic showcased its portfolio for the healthcare, manufacturing, retail, and transportation & logistics industries. Customers were able to see and test innovative new solutions like the Jade™ X7 Automated Scanner for retail checkout, which helps retailers improve the customer experience. The new [QuickScan™ QD2400 2D imager](#) family attracted many customers since this new series addresses the needs of retailers for a device with outstanding omnidirectional reading performance on virtually all codes at an affordable price point. Store automation customers checked out the shopping experience with the [Joya™](#) device and found out how the [Shopevolution™ middleware](#) can help to communicate with consumers during their shopping experience.

In the mobility island visitors were very interested in the voice application, Speakeasy, from the Datalogic alliance partner Wavelink®, which works with the [Falcon™ X3+ mobile computer](#). They also appreciated the pocket-sized [Memor™X3 mobile](#) computer with its ergonomics and high performance making it the ideal solution for in-store applications such as inventory and shelf replenishment.

Datalogic also presented the attendees with multiple innovative industrial automation solutions. Customers were able to see products and solutions specifically developed to support productivity and boost operations for Retail, E-Commerce, and Courier Distribution Centers. On hand were Datalogic's latest generation of the innovative industrial bar code readers, the [Matrix™ 300](#) and the [Matrix™ 450 imagers](#).

Customers also discovered a comprehensive Datalogic portfolio of: [Machine Vision](#), [Sensors](#) & Safety, and [Laser Marking](#) solutions for distribution. The demonstrations of the intelligent DataVS sensor, Pattern Sorting Tool solution and wide range of sensor products for smart detection in warehousing and transportation were well received by the attendees. Also on display were the industrial [Safety Light Curtains](#) that provide safe protection for operators during their shifts.

“The very positive feedback we received from our partners and customers, during the Technology and Innovation Day, underscores our continuous investment in the Middle East,” remarks Giulio Berzuini VP Sales EMEA & General Manager BU HHS for Datalogic ADC. “We are very happy that so many people travelled from Bahrain, Kuwait, Jordan, Pakistan, Saudi Arabia, Qatar, UAE and many other countries to meet with us. It was a great opportunity to discuss their needs and see their excitement over our wide portfolio offerings.”

