

DATALOGIC UNVEILS ITS LATEST INTEGRATED SOLUTIONS LINE-UP AT PACK EXPO 2014

Telford, October 9th, 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, will show cutting-edge, live demonstrations on a working conveyor designed to simulate real pharmaceutical and food & beverage production environments. Attendees who visit Datalogic booth N-6104 at Chicago's McCormick Center will get an opportunity to see the products in action as well as learn from our world-class team of experts how leaders in the industry are improving their operations and processes to stay competitive.

Bar code scanning is proven to be invaluable in manufacturing, transportation and logistics industries, providing increased reliability, efficiency and control throughout the supply chain. Attendees at PackEXPO will be shown Datalogic's full line of mobile computers from pocket-sized to full alpha-keyboard hand held devices. Also on hand for demonstration will be Datalogic's ruggedized industrial handheld scanners offering both 1D and 2D readers, as well as corded and cordless options. Two new products in the spotlight will include a next generation mobile terminal with a very high data throughput rate and a new state of the art ruggedized handheld product line which offers DPM (direct part marking) and high performance options for demanding industrial applications.

PACK EXPO will serve as the official launch for Datalogic's new smart camera, ideal for pharmaceutical and packaging applications. Datalogic will also be highlighting their patented solution for packaging graphic recognition, as well as the latest innovation in image based identification and purpose-built safety products.

"For customers who are interested in gaining a competitive edge in the marketplace by improving the throughput and accuracy of their operations, Datalogic's experts can provide insight on the latest automation solutions purpose-built for the industry," said Jon Stiles, Marketing Manager, North America.