

DATALOGIC BRINGS REVOLUTIONARY RETAIL TO NRF 2015

Eugene, December 23rd, 2014 - Datalogic, the global leader in the development of automatic data capture (ADC) solutions for the retail industry, will be exhibiting at the upcoming National Retail Federation (NRF) Big Show in New York City, January 11 – 13, 2015 at the Javits Center in booth 3616.

Datalogic will display solutions that improve the shopping experience, increase efficiency, strengthen customer loyalty, and keep retailers ahead of their competition. Examples of the revolutionary technology that Datalogic will demonstrate will include advanced high performance checkout solutions, automated scanning, queue busting software applications, advanced imaging readers, personal shopping, and item recognition solutions.

Bill Parnell, CEO and President of Datalogic ADC says, “We listen to the voice of retailers and our channel partners, to help us create, adapt and bring to market revolutionary technologies that continually improve the shopping experience for consumers and take retailers to the next level.”

We are excited to have the opportunity to show solutions that address the key trends and future requirements of the retail industry. The NRF 2015 show in New York will offer customers an exciting platform for Datalogic to demonstrate our Revolutionary Retail concepts.

Be sure to stop by the Datalogic booth 3616 to see these and many other innovative solutions.