

DATALOGIC LAUNCHES MAGELLAN 9300I AND MAGELLAN 9400I SCANNERS

Eugene – May 13th, 2015 – 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, today announced the launch of the newest additions to the world renowned Magellan™ family of fixed scanners – the [Magellan 9300i](#) and [Magellan 9400i](#) scanner/scale with 100% full digital imaging capabilities.

The new scanners have digital imagers in all scanning planes to provide seamless reading of 1D and 2D codes without requiring item orientation by the cashier. Datalogic's patented imaging technology maximizes ergonomic comfort and throughput for both seated and standing cashiers. The Magellan 9400i is also available with support for Digimarc® Barcode digital watermark reading to further enhance ergonomics and checkout speed.

“The Magellan 9400i and 9300i scanners reflect Datalogic's continued leadership in the fixed-position POS scanner world market as we focus on building solutions that will have a true impact on retailers' customer services and shoppers' checkout experiences,” states Nick Tabet, Vice President of Fixed Retail Scanning at Datalogic. “These newest high speed digital bi-optic scanners are built upon years of imaging technology expertise and adapting to the evolving needs of retailers and their customers.”

Designed as a drop-in replacement for traditional laser bi-optic in-counter scanners, the Magellan 9300i and Magellan 9400i units are available in either scanner-scale or scanner only options. Retailers will be happy to learn that other notable Datalogic features are available which work to provide measurable return on investment and improve their total cost of ownership. Datalogic's ScaleSentry™ shrink prevention System and All-Weighs™ scale platters combine to recoup revenue previously lost by improperly weighed produce.

The Magellan 9300i and 9400i scanners are designed to be used worldwide in grocery stores, supermarkets, hypermarkets, wholesale clubs, DIY and any retail environment requiring high scanning throughput.