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DATALOGIC LAUNCHES THE NEW FAMILY POWERSCAN 9500 DPM-EVO IMAGERS

Eugene – July 21st, 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*, has globally launched a new imager for **Direct Part Marking** (DPM) applications, **PowerScan™ PM9500/PD9500 DPM-Evo imager**, cordless and corded models. This new model adds increased functionality and performance to the DPM series with the addition of a display, four-button keypad, and Datalogic proprietary new DPM technology.

Datalogic developed this technology specifically for imagers to enhance their performance on DPM codes. DPM codes are produced using various methods including laser etching, peening, ink jet printing, and more. With varying methods of creating codes, code quality can become inconsistent therefore creating problems for some readers. Datalogic technology includes new powerful Datalogic decoding libraries that address DPM code inconsistency giving the PowerScan devices increased performance on all types of DPM and label printed bar codes. Such technology will be rolled into all Datalogic PowerScan devices increasing the performance of the complete family of imagers.

"The use of DPM bar code technology is increasing throughout the industry as manufacturers are required to trace their products throughout the supply chain, and to provide quality and safety verification in various environments," states **Giulio Berzuini, General Manager and VP, Handheld Scanners, Datalogic ADC**. *"PowerScan DPM scanners now have the technology to provide quicker, more efficient reading of DPM bar codes. We are rolling new Datalogic DPM technology into the complete family of PowerScan devices to provide advantages for all our customers."*

The new PowerScan PM9500/PD9500 DPM-Evo model also includes an LCD display and four-button keypad, which provide the operator with the ability to capture real time information and interaction with the host.

The PowerScan PM9500/PD9500 DPM-Evo imager continue the tradition of the renowned PowerScan family of rugged industrial scanners – omnidirectional reading performance, soft white illumination for decreased operator eye strain, accelerometer based Datalogic's Motionix™ motion-sensing technology, ergonomic design, 3GL™ (3 Green Lights) technology and loud beeper for good-read feedback. Datalogic's patented 'Green Spot' technology is standard providing additional visual good-read confirmation, ideal for assembly applications where noise may be a factor. Usage in the toughest environmental conditions will not impact the performance or reliability of these readers assuring a high return on investment.

The new PowerScan 9500 DPM-Evo family is available in multiple interfaces, including corded and cordless versions, making them a perfect fit for a variety of applications within manufacturing, supply chain, and warehouse settings. Cordless versions are available with Bluetooth® wireless technology or the Datalogic 2.0 Star Cordless System™. The Datalogic 2.0 Star Cordless System is a flexible and more secure cordless alternative to Bluetooth® technology. It is scalable with point-to-point and networking communications capabilities, providing seamless roaming capabilities. With both 433MHz

and 910MHz radio frequencies, it is ideal for complex installations providing high speed wireless mobility to operators in difficult environments.