

DATALOGIC LAUNCHES IMPACT+ OCR

Bologna – September 29th, 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 [IMPACT+ OCR](#), the smartest solution for variable data printing inspection in the Food & Beverage industry.

This complete solution combines both camera and software in a preconfigured bundle making it easy to deploy a solution for variable data printing inspection. The solution includes the bestselling, **compact P-Series Smart Camera**, and a **Graphical User Interface** that provides quick setup and configuration for any OCR application.

IMPACT+ OCR makes variable data printing inspection fast and easy without the requirement for machine vision expertise. The software is very intuitive providing users with a step by step configuration process. Key features include multiple OCR region reading, the capability for storing different recipes and a customizable operator interface.

“We develop solutions to make machine vision user-friendly and quick to implement” states **Donato Montanari, General Manager Business Unit Machine Vision of Datalogic**. *“By continuously listen to our customers and learning what their needs are, we can respond with intuitive technology packed products. This is exactly what we did with **IMPACT+ OCR** .”*

Ideally suited for OCR applications in the Food & Beverage industry, **IMPACT+ OCR** delivers effective results for lot and batch number reading, expiration date verification, and serial number traceability. When combined with thermal transfer printers, **IMPACT+ OCR** guarantees the highest printing quality, enhancing the security and traceability of food and beverage packaging processes.