DATALOGIC ANNOUNCES THE HERON HD3430 2D AREA IMAGER AVAILABILITY

Offering a customized, upscale POS experience for both the customer and retailer

Eugene – October 07, 2015 – Datalogic, a global leader in the Automatic Data Capture and Industrial Automation markets, is happy to announce the availability of the Heron™ HD3430 2D area imager. Building upon the Heron HD3100 1D linear imager's success, it offers both 1D and 2D reading options along with image capture capabilities.

The Heron HD3430 imager fuses style, elegance and brand recognition at the POS with advanced technology for the reading of most common 1D and 2D bar codes. The retailer is able to offer their customer a positively charged checkout experience through the combination of: a high-performing 2D imager; customization options such as personalizing the scanner with a company logo; specific enclosure options; specific targeted LED light colors; and custom sounds at the POS. This elegant reader and curved stand easily offer the possibility of presentation or handheld reading capabilities. This flexible camera-based 2D area imager provides ease of reading various codes from the displays of mobile phones.

"The Heron HD3430 area imager offers an unmatched elegant profile, with the latest 2D imaging technology," states Giulio Berzuini, Vice President of EMEA Sales and General Manager of the Handheld Scanner Business Unit for Datalogic. "This quick-read, stylish imager reflects Datalogic's commitment to recognizing the retailer's business needs while keeping focused on the enhancement of the customer's checkout experience."

The Heron HD3430 imager is a high-performing 2D area imager with outstanding reading snappiness. Its autosensing stand ensures a smooth transition from presentation to handheld mode. This imager offers efficient white illumination, 4 dots plus a center cross laser aiming system, and the Datalogic patented 'Green Spot' Technology for a visual good-read feedback. The retailer is able to extend branding recognition efforts by personalizing the enclosure with their logo, customizing the LED colors, and programming a specialized audio feedback sound through the polyphonic speakers. Its ergonomic design offers comfort while scanning. The Heron reader offers multi-interface capabilities for POS applications.

The Heron HD3430 reader is a stylish, elegant option for use in specialty POS stations as well as high-end retail and fashion settings.

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