

DATALOGIC ANNOUNCES NEW OFFICE IN CAPE TOWN SOUTH AFRICA

Cape Town, South Africa – December 2nd, 2015 - Datalogic, a global leader in Automatic Data Capture and Industrial Automation markets, and world-class producer of bar code readers, mobile computers, sensors and safety, vision and laser marking systems, today announced the opening of a new office in Cape Town, South Africa. The new office in South Africa reflects the growing strategic significance of the region for Datalogic where it has been building its presence since 2013, and also reflects the company's dedication to be closer to its existing clients and new potential customers.

Datalogic offers the most comprehensive range of products and solutions for the Automatic Data Capture (ADC) and Industrial Automation (IA) sectors globally. Their wide range of bar code readers, data collection devices, vision systems and laser marking systems meet the ever-changing needs of today's enterprises in Retail, Manufacturing, Transportation and Logistics, and Healthcare. Datalogic operates in 30 countries and sells products in over 120 countries, offering over 40 years of experience in the development and design of data capture and process automation solutions in numerous vertical markets. With solutions used in over one third of the world's checkouts, airports and mail sorting offices, Datalogic is in a unique position to deliver products and solutions that help companies grow with enhanced efficiency and productivity.

Datalogic is known globally as an innovative company that provides high touch customer service. Its innovation is shown through consistent delivery of new products and technology which is the result of a commitment to R&D. Datalogic invests significantly in R&D, approximately 10% of its revenues.

With a team of talented people and cutting edge technology, Datalogic delivers customers in Retail, Transportation & Logistics, Manufacturing and Healthcare, solutions to improve the efficiency and quality of their operations. The drive to be close to customers has led the company to establish the Cape Town office as its newest location.

"The South Africa office marks an important milestone for Datalogic expanding its direct presence into this fast growing region. Here the Customers we target are more and more in need of solutions to increase the efficiency and the quality of their operations." stated **Valentina Volta, Datalogic Business Development Division CEO**. *"The new Cape Town entity is fully equipped and ready to serve customers and business partners with sales, marketing, technical support, and administrative assistance"*.

"We are serving major retailers, government entities and manufacturing companies in the region with the intent to penetrate the top vertical national markets across the country." added **Valentina Volta**. *"Looking ahead, we will further enhance our business development in the region, specifically in the South African Development Community."*