

DATALOGIC POS SCANNING AFFIRMED AS GLOBAL LEADER IN STATIONARY POS MARKET - OVER HALF OF ALL BI-OPTIC SCANNERS SOLD WORLDWIDE ARE DATALOGIC

Eugene – December 9, 2015 – [Datalogic](#), a global leader in Automatic Data Capture and Industrial Automation markets, and world-class producer of bar code readers, mobile computers, sensors for detection, measurement and safety, vision systems and laser marking equipment, announced today that the Company was again recognized as **the global leader in stationary POS Scanners** by VDC Research in its latest report: *Strategic Insights 2015: Barcode Solutions Market*. The report revealed that Datalogic market share was significantly greater than its nearest competitor. In terms of revenue generated by global shipments, Datalogic market share is over 1.5 times that of its nearest competitor and over half of all bi-optic scanners sold around the globe are Datalogic.

This is the tenth consecutive year Datalogic has been identified as the global leader in bi-optic scanners. Bi-optics scanners are used by retailers for grocery, self-checkout, DIY, and other checkout applications. Datalogic engineers developed the first grocery retail scanner deployed in 1974 at the Marsh's Supermarket that scanned the first bar code in a POS application. Well over one million Magellan units have been manufactured and its brand is recognized worldwide for high-speed, accuracy, longevity, and value.

"We are very happy to see our Magellan brand again at the top of the market for bi-optic scanning," states **Nick Tabet, Vice President of Fixed Retail Scanning at Datalogic**. *"We have a group of top flight engineers, product managers, and staff that continue to push the development of the Magellan line and have kept it at the top market position. The product line has evolved significantly with the needs of retailers and today the Magellan 9800i and the Magellan 9400i scanners are the industry benchmarks for full digital imaging retail scanners."*

Datalogic innovation brought digital imaging technology to retail checkout in response to retailer's needs and a vision of future applications. Digital imaging increases reliability and efficiency providing increased read rates with no moving parts while simultaneously offering new a means of product identification. Imaging systems can identify items without the need of a bar code through Visual Package Recognition (ViPR™) or digital watermarks. This technology future proofs retailers investments providing longevity as new applications become available that call for image extraction or image processing capabilities.