

## DATALOGIC RETAIL 360° COMES TO NRF 2016

**Eugene – December 17, 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, kicks off the New Year bringing Retail 360° to the National Retail Federation (NRF) Big Show 2016 at the Datalogic booth 3619. NRF 2016 will take place January 17 – 19 at the Javits Center in New York.

Retail 360° - From the supply chain to the customer, Datalogic delivers efficiency, productivity, and enhanced service.

Datalogic is uniquely positioned within the retail industry to provide the most complete set of solutions for all retail. From technology and innovation that enhances the shopper's experience in the store, to solutions that maximize productivity and efficiency, Datalogic has the complete solution set.

*"We have the products and technology that retailers and their customers are looking for to make shopping easy, enhance the customer experience, process purchases, merchandise, deliver, manage inventories, and much more" states **Pietro Todescato, CEO and President of Datalogic ADC**. "At NRF visitors will get a firsthand look at the variety of solutions we offer. Shelf Management, Assisted Sales, Specialty Checkout, Grocery, Self-Shopping, Smart Dressing Rooms, RFID Applications, and much more will be on display. It will be a great way to see how Datalogic delivers Retail 360°."*

Datalogic will be exhibiting at Retail's Big Show, NRF 2016, January 17-19, 2016 in the Jacob K. Javits Convention Center in New York City. Product managers and executives will be on hand to discuss the latest products, solutions, and technologies on display in the booth. Contact your local Datalogic representative to schedule a meeting and obtain more information.