

DATALOGIC PREVIEWES NEW PRODUCTS AND SOLUTIONS AT NRF 2016

Eugene – January 14, 2016 – [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 will preview exciting new products and technology during NRF 2016 at the Datalogic booth 3619.

The NRF exhibition “Retail’s Big Show 2016” will take place January 17 – 19 at the Javits Center in New York. This is the retail industry’s largest and best attended event globally. Attendees from all over the world will get a chance to preview new Datalogic products prior to their 2016 launch date. Retailers should not miss this unique opportunity.

“We welcome any opportunity to showcase our new technology and solutions and NRF is an ideal venue for us to meet with our global customers.” states Pietro Todescato, CEO of Datalogic ADC, “We will preview technologies with release dates in 2016 so retailers considering technology projects will want to experience these products first hand at the show.”

“Visit the Datalogic booth 3619 to preview the Datalogic retail technologies of the near future. Multiple solutions from Datalogic’s key technologies, fixed retail scanners, handheld readers and mobile computers will be presented including:

DL-Axist™ PDA – A robust, industrial-strength Android based handheld computer with full touch 5” HD display and advanced 2D imager that is ideal for assisted sales, merchandising, stock management, or as a Manager’s device. It offers a protective rubber boot, and Gorilla® Glass 3 to ensure ruggedness. The DL-Axist PDA includes Datalogic SoftSpot™ technology, a user definable ‘floating soft trigger’ that leverages the large touch display allowing a new data capture experience. Other features of this PDA are a Superior WiFi coverage through MIMO technology and Datalogic’s patented ‘Green Spot’ technology for good read feedback.

RFID Solutions – Datalogic will demonstrate multiple RFID reading solutions specifically designed for use in retail environments such as capturing real time inventory, POS mobility, document tracking, access control, and field mobility.

DBT6400™ Scanner – A pocket-sized innovative, wireless Bluetooth® scanner that is ideal for connection with tablets offering easy implementation of data capture on traditional devices or Mobile POS hardware. Compatible with Android®, Apple® iOS and Windows® Mobile® devices, this compact scanner handily reads 1D/2D bar codes on printed media or mobile phone screens.

Joya™ Touch Mobile Computer - The ideal multi-purpose device for every retail application from Self-shopping to inventory management, offered in both handheld and gun versions. Wireless charging, Datalogic SoftSpot™ ‘floating soft trigger’, in-store geo-location and Datalogic’s patented ‘Green Spot’ Technology are just a few of the exciting features. Consumer applications such as Self-Shopping, Queue-busting and Gift Registry can co-exist with operational applications such as shelf replenishment, inventory, mark downs, price checks and more.

Datalogic product managers and executives will be on hand to discuss these latest products, solutions, and technologies on display in the booth. Contact your local Datalogic representative to schedule meetings and obtain more information.