

DATALOGIC WINS INNOVATION AWARD AT RBTE

London - March 24, 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, is pleased to announce that it was presented with the Innovation Award at Retail Business Technology Expo 2016.

From a shortlist of sixteen finalists, Datalogic's [Magellan™](#) 9800i scanner/scale was selected by a judging panel of industry experts and retailers, including Marks & Spencer and White Stuff, for its ability to read digitally watermarked bar codes that are invisible to the human eye. In describing the winner the judges said *"This new concept could truly be regarded as revolutionary. The invisible watermark bar code could eventually replace the long serving barcode as we know it and the potential to speed up all forms of point of sale checkout is enormous."*

The Magellan 9800i scanner's ability to scan digitally watermarked bar codes means that checkout staff, and customers using self-checkout, no longer need to worry about the orientation of items as they pass them across the scanner. This dramatically increases productivity at the point of sale. The Magellan 9800i scanner holds the Guinness World Record for the fastest time to scan and bag 50 items with digitally watermarked barcodes.

Mike Doyle, Regional Director UK and Ireland for Datalogic said, *"We are delighted that Datalogic and the Magellan 9800i has been recognized by such an elite panel of retail technology experts, especially as we were up against such strong competition. As a supplier to eighteen of the world's top 25 retailers, Datalogic is committed to driving innovation that helps retailers to not only work more efficiently but that also enables them to deliver a superior customer experience."*

Matt Bradley, RBTE's Event Director concluded *"We know that our exhibitors at RBTE have some amazing innovations that can dramatically change and improve retailers' businesses. The innovation trail and awards is an excellent platform for our visitors to see the very best solutions, products and services that are shaping the way the retail industry will evolve and Datalogic's Magellan scanner is a great example of that innovation."*