

DATALOGIC BRINGS INNOVATION FOR ALL RETAIL TO NRF 2017

Eugene – December 15, 2016 – [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 Innovation for all Retail to the National Retail Federation (NRF) Big Show 2017 at the Datalogic booth 3827. NRF 2017 will take place January 15 – 17 at the Javits Center in New York. Datalogic will demonstrate innovative solutions for the entire retail market, from the supply chain to checkout.

Datalogic is the forefront provider of cutting-edge retail technology worldwide. With technology and innovation that enhances the shopper's experience in the store, to solutions that maximize productivity and efficiency for the enterprise, Datalogic offers the most complete solutions.

“Datalogic is uniquely positioned within retail to provide the most comprehensive set of solutions for the industry. We design our products and technology for retailers and their customers with the directive to make shopping easy, enhance the customer experience, while increasing the efficiency and productivity for enterprise in all facets: production, inventory and the retail floor” states Pietro Todescato, CTO of Datalogic. “At NRF visitors will experience firsthand the extensive variety of technology and solutions we offer including: RFID Applications, Shelf Management, Assisted Sales, Grocery and Non-Grocery Solutions, Automated Scanning, Loss Preventions and much more. It is a great way to see how Datalogic delivers Innovation for all Retail.”

Datalogic will be exhibiting at Retail's Big Show, NRF 2017, January 15 - 17, 2017 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 available. Contact your local Datalogic representative to schedule a meeting and obtain more information.