

DATALOGIC SHOWCASES STATE-OF-THE-ART PRODUCTS & TECHNOLOGIES AT ATX WEST

Telford, PA – February 3, 2017 - [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 be exhibiting at North America's largest annual automation technology event - ATX West, being held February 7-9 at the Anaheim Convention Center in Anaheim, CA.

With new industry opportunities and challenges emerging every day in automation and robotics, Datalogic provides the tools and technologies to meet these challenges with innovative products and solutions ideal for these industries. Stop by booth 4150 to discover how Datalogic makes traceability easy – ID Beyond Barcode.

The booth will feature multiple, cutting-edge live demonstrations showcasing products and solutions focused on automation and robotics:

- **Matrix 120™** – ultra-compact industrial 2D imager – perfect for traceability and label detection
- Stainless steel safety light curtains for pharmaceutical processing
- Leading-edge machine vision technology for object recognition
- Laser marking solutions for traceability

New this year is the complete Datalogic ID Beyond Barcode demonstration all-in-one solution featuring the latest identification, machine vision solutions, sensors and safety products. Learn from our experienced sales and technical team how your vision becomes our inspiration. All eyes will be on the new Datalogic integrated bottling application live demo that reveals the powerful integration of Datalogic products in a realistic bottling line.

On Tuesday, February 7, Bradley Weber, Application and Engineering Leader & Product Specialist, North America, with Datalogic, will participate in a panel discussion titled: '*Leveraging Machine Learning to Optimize Real-Time Responses of Your Robots*'.

The panel discussion will be at 1:00 PM in room 210D of the Anaheim Convention Center.