

DATALOGIC ANNOUNCES MAGELLAN 3550HSI AND MAGELLAN 3450VSI SCANNERS - DATALOGIC

Eugene – September 28, 2017 - [Datalogic](#), a global leader in automatic data capture and industrial automation markets, introduces the [Magellan™ 3550HSi scanner](#) and the [Magellan™ 3450VSi scanner](#), the two newest members of the successful Magellan family of high performance imaging scanners for high-volume point-of-sale. Their advanced digital imaging technology provides industry leading performance on 1D, 2D and Digimarc® Barcodes. These scanners are the only single plane scanners available to support Digimarc digital watermarks which can increase productivity by up to 30% while improving user ergonomics. Their larger, more intuitive scan zones, facilitates high speed sweep and presentation scanning at the POS.

“Datalogic provides high performance imaging technology to the world’s leading retailers and T&L companies where accuracy and speed are paramount,” states Nick Tabet, VP, Product Marketing at Datalogic, “The Magellan 3550HSi and 3450VSi scanners’ design offers a significant reduction in the brightness of the illumination while improving throughput, depth of field, and speed to read ensuring a comfortable workplace and all day productivity.”

The Magellan 3550HSi is a versatile high performing imaging in-counter scanner, available with a sapphire glass scan window and all stainless steel top. It uses the same counter cutout as the Magellan 2300HS and Magellan 3300HSi scanners, allowing for an easy replacement. The premium materials, build quality and flush in-counter design provide high performance data collection in a clean, clutter saving design for retailers.

The Magellan 3450VSi scanner is a fully digital on-counter scanner ideally suited for small counter POS environments who want high performance. It features a table/wall mount which makes it easy to attach to the counter or wall or an optional tilting riser stand for placing the scan volume in the most ergonomically correct and secure location.

These scanners offer intelligent illumination, providing subtle, adaptive lighting providing user comfort. The 100% LED design is safer and more reliable than laser diode based illumination. Red LED’s provide the best performance on the broadest set of codes. The lighting auto adjusts for cell phones and image capture.

They both offer an optional Customer Service Scanner (CSS) that provides a clearly targeted scan zone. This feature allows customers to scan mobile coupons, loyalty cards and gift cards concurrently while the attendant is scanning items, maximizing throughput. Bar code symbologies read by the CSS can be configured independently from the base scanner.

These feature rich scanners also include:

- Small footprint ideal for tight counter space
- Scanalyzer™ on-screen programming tool via top accessible USB
- Exclusive deep red illumination that is easy on the user’s eyes
- Diagnostic reporting

- Software driven – flexible and upgradable
- Multiple interfaces in every unit
- Checkpoint systems and Tyco Sensormatic compatible
- Image capture
- Large good read indicator Intuitive field of view
- Seamless cell phone reading
- Solid state electronics for silent operation and superior reliability
- Customizable sounds using .wav files
- Remote management that lowers service costs and improves operations

The Magellan 3550HSi and 3450VSi scanners are ideally suited for retail point of sale, mobile marketing, age verification and seamless reading of 2D barcodes.