

DATALOGIC IS EXHIBITING AT PACK EXPO EAST, PROVIDING A FULL SPECTRUM OF SMART, INTERCONNECTED DEVICES FOR PACKAGING APPLICATIONS

Telford, PA – April 16, 2018 - [Datalogic](http://www.datalogic.com), a global leader in the automatic data capture and industrial automation markets, will exhibit at Pack Expo East at the Pennsylvania Convention Center in Philadelphia, PA, April 16-18. Pack Expo East is the east coast connection to the latest packaging solutions.

Visit us at **Booth 2424** to experience hands-on demonstrations of Datalogic's end-to-end solutions for processing and packaging applications. Datalogic is uniquely positioned as one of a few suppliers to provide products and solutions to every segment of the packaging industry. For every step in the packaging process, Datalogic provides smart, interconnected devices to efficiently move products from manufacturing to distribution.

The Advanced OCR tool is an intuitive and easy to use vision tool for demanding Optical Character Recognition applications. This powerful vision software tool can read challenging alphanumeric strings printed over labels or directly marked (DPM) into industrial products. The advanced OCR tool ensures robust and reliable reading of hard to read characters under different conditions, such as non-uniform background, variable light conditions, and curved surfaces.

Matrix 120™ smallest, ultra-compact industrial 2D imager available in the market. The Matrix 120 imager leads the market for ease of use and has the highest industrial grade in its class. Multiple models of the best-in-class imager allow it to cover an extensive range of applications in OEM and manufacturing environments. Typical applications for the Matrix 120 include packaging, food & beverage and print & apply.

LASER SENTINEL™, the new Safety Area Scanner from Datalogic, 275 degree coverage, 0.1 degree resolution, and multiple zone configuration makes the Datalogic SLS a complete application-oriented solution for both static and dynamic applications.

Rhino II™ Vehicle Mount Computer available in either a 10" or 12" high resolution color touchscreen with 3mm armored glass bonded to the touch panel. The unit is tested to an IP67 rating and is available in various models to best fit specific application needs. A dedicated freezer-rated model with an integrated display heater allows use in and out of cold storage.

Join us on **Tuesday, April 17th**, when Caleb Zwar, Industry Marketing Manager with Datalogic, will present '*End-to-End Solutions for Traceability*'. The presentation will begin at 10:30 AM in booth 1428 of Philadelphia Convention Center. 'Datalogic has solutions that fit your entire manufacturing process, from identifying goods received, to validating work in process, to verification of completed components, to identification and tracking of packaged and shipped products,' says Caleb Zwar, Industry Marketing Manager of Datalogic. 'Reliable traceability is like story telling – better identification helps tell the story.'

Customers demand more information, Datalogic's imaging hardware and software can provide it,' says Zwar.

During the show, Stop by our booth for a chance to win a YETI® Rambler™ and enter our drawing to win a YETI Hopper™ 20.

About Pack Expo East

Sponsored by PMMI, the leading global resource for the packaging and processing supply chain whose core purpose is to unite the industry across the manufacturing supply chain. Pack Expo East is the East Coast connection to the packaging innovations of 400 top suppliers to see the latest advances and investigate the best solutions in packaging.