

## DATALOGIC SHOWCASES THE LATEST TECHNOLOGIES AT CHINASHOP 2018

**Kunming, Oct. 19<sup>th</sup> 2018.** [Datalogic](#), a global leader in automatic data capture and industrial automation markets, will attend **CHINASHOP 2018**, organized by China Chain Store & Franchise Association (CCFA since 1999), one of the most influential organization for Retail industry in China.

G. China & S. Korea Sales VP & GM - Jerry Chang said: “Datalogic manufactures bar code readers, mobile computers, sensors for detection, measurement and safety, RFID vision and laser marking systems that are fundamental to generating and capturing data, and has the complete product lines and solutions for customers of different industries.”

The trade show will take place at **Kunming Dianchi Convention & Exhibition Center** on **November 1-3, 2018**, gathering all the international and local market leaders, as well as experts from universities and institutions.

Datalogic brings to CHINASHOP 2018 new products, technology and solutions of Identification, RFID, Scan Engine, Fixed Retail Scanner, Hand Held Scanner, and Mobile Computer, confirming its leading role in the delivery of data-driven solutions for the retail industry.

Extensive live demonstrations of multiple products and solutions will be showcased at **booth 11007**:

**Magellan™ 3450 Vsi:** The Magellan™ 3450VSi scanner offers class leading performance on 1D and 2D codes, unmatched reliability and versatility, all in a compact size.

**Lanehawk™ 5000:** LaneHawk™ LH5000 is a loss prevention solution that turns the bottom-of-the-basket (BOB) into profits in real-time. This unit detects and recognizes items as part of the transaction, ensuring that stores get paid for their BOB items.

**Joya™ Touch A6:** The Joya™ Touch A6 is a multi-purpose device that is ideal for various retail applications such as Self-Shopping, Price Checking, Markdowns, Shelf Replenishment, Inventory, Access Control and more. The Joya™ Touch A6 device is charged using the industry’s first wireless charging technology (Qi compliant) which eliminates the need for maintenance and cleaning of contacts on the device and cradles. This radically reduces support costs and increases the devices’ life span.

**QW2400:** The QuickScan™ Lite QW2400 2D area imager is an entry level scanner specifically designed for reading long and truncated 1D codes and larger 2D codes from close distance. The QW2400 imager has an extra-wide Field of View (FOV) which captures these challenging 1D and 2D codes at a nominal distance using different scan angles, meeting the scanning needs in Retail, Light Manufacturing, Document/Bill Processing and Banking/Finance.

**Gryphon™ I GD4500:** The Gryphon™ I GD4500 imager stands out with an elegant and trendy new design, unchallenged ergonomics and features the most advanced Megapixel sensor with warm-white-illumination 2D technology for outstanding performance.

**Falcon™ X4:** Leveraging well-known ergonomics and the elegant design of the Falcon product line, the Falcon™ X4 mobile computer represents the next generation of Datalogic's flagship product. The Falcon™ X4 mobile computer is ideal for both Retail and Logistics applications both on the store floor and in the back office/warehouse.

**Skorpio™ X4:** features a high performance architecture that offers blazing speed for healthcare applications while providing an easy migration path to Android™.

**MATRIX 450N™:** The Matrix 450N™ high-end industrial 2D imager is designed for logistic applications. It embeds the standard Matrix Series configuration software DL.Code™. The DL.Code™ software tremendously improves the ease of setup and is intuitive for the user. The Matrix 450N™ imager perfectly meets the requirements of both automated and manual material handling. It is a top performing 2D imager that has superior reading performance and is able to provide higher customer productivity with reduced labor costs.

**DX8210™:** DX8210™ is high performance laser bar code reader purpose built to offer to offer top reading performance combined and ease of use to End User and System Integrators specialized in the Transport and Logistics market. Thanks to its unique design, DX8210™ offers an ALL-IN-ONE solution for omnidirectional reading stations. This single device is capable of reading codes at any orientation on the conveyor. With the benefits of state-of-the-art technology and innovative optic design, DX8210™ can cover a wide conveyor and large depth of field to satisfy demanding applications. A high scan rate (1000 scans/sec) allows DX8210™ to work perfectly on high speed conveyors for mass production.

Customers are invited to visit Datalogic **booth 11007** and talk with our Industry Managers, Application Engineers, Product Managers, sales executives, and other senior managers.