

DATALOGIC TECHNOLOGY INITIATES A NEW ERA FOR RETAIL AT NRF 2019

Eugene – November 29, 2018 – [Datalogic](http://www.datalogic.com), a global leader in the automatic data capture and process automation markets initiates a New Era for Retail at the National Retail Federation (NRF) Big Show 2019 in the Datalogic booth 4527. Innovative Datalogic technology, products and solutions that empower retailers to deliver an industry leading experience to their customers and maximize their enterprise efficiency will be on display at NRF 2019, taking place January 13 – 15 at the Javits Center in New York.

Datalogic is a global leader of solutions that maximize productivity, increase efficiency, and ensure customer satisfaction throughout the retail ecosystem. Retailers worldwide rely on Datalogic technology to help manage warehouse inventory, keep shelves stocked, facilitate customer service, and transact at the POS.

This year Datalogic will display ground breaking new products and technology including the new Memor™ 10 industrial PDA mobile computer, the new Gryphon™ 4500 wireless handheld scanner, the new Magellan™ 1500i presentation scanner, and more. These products along with OEM solutions, RFID technology, automated checkout scanning, frictionless checkout and much more will be on display in booth 4527.

Retailers should make plans to attend NRF 2019 and stop at booth 4527 to experience firsthand a New Era for Retail. A hospitality espresso bar will be available in the booth where retailers can enjoy espresso and snacks while meeting with Datalogic product managers, sales executives, and senior managers.

Retail's Big Show, NRF 2019 takes place January 13 - 15, 2019 in the Jacob K. Javits Convention Center in New York City. Mark your calendar and make plans to visit Datalogic at booth 4527.