

DATALOGIC RETAIL SOLUTIONS AT NRF 2019: DATALOGIC WILL DISPLAY AN EXTENSIVE ARRAY OF END-TO-END RETAIL SOLUTIONS

Eugene – January 08, 2019 – Datalogic, a global leader in automatic data capture and industrial automation markets, initiates a New Era for Retail with an extensive display of products and solutions for every facet of retail at the National Retail Federation (NRF) Big Show 2019 in the Datalogic booth 4527.

Datalogic is the only data capture manufacturer with solutions that cover the entire retail industry from manufacturing to consumer. Throughout the supply chain and on to selection, POS, and last mile delivery, Datalogic creates technology to maximize productivity and efficiency. For this reason, retail executives involved with store operations, warehouse and distribution, logistics, POS checkout, customer service and more rely on Datalogic to keep their enterprise running at peak performance.

At NRF 2019 Datalogic will present new products specifically designed for retail including ground breaking devices with wireless charging capabilities. Datalogic is the first industrial data collection device manufacturer to offer Qi compatible wireless charging on mobile computers and handheld scanners. Most major consumer technology companies including Apple, Samsung, Google have all adopted Qi compatible wireless charging providing many benefits for consumers. Datalogic brings these same benefits, increased product life, improved charging reliability, elimination of special charging adapters, and much more, to rugged devices used throughout retail.

Datalogic will display an extensive collection of retail products at NRF 2019 including

New Memor™ 10 Industrial PDA The first in a new family of rugged Android™ PDA devices with wireless charging and Google Mobile Services in a slim, compact formfactor possessing the latest 2D bar code imaging technology for high performance scanning. Validated by Google as one of the first devices in their Android Enterprise Recommended Program for rugged devices.

New Memor™ 1 Retail Device A device specifically for retail applications with wireless charging running Android™ and offering Google Mobile Services. This device is the ideal retail companion for data capture activities in assisted sales, price management, shelf management, inventory, and more.

New Gryphon™ 4500 Wireless Scanner This scanner stands out as the industry's first handheld scanner with wireless charging. It features the most advanced megapixel sensor and warm-white-illumination for outstanding performance.

Magellan® 1500i Preview This brand-new omnidirectional presentation scanner is versatile and stylish with the latest digital imaging technology. It reads bar codes on everything from printed product labels to mobile coupons, loyalty cards, tickets, boarding passes and more. This product will be available in 2019.

Magellan® 9800i & 9400i Datalogic pioneered the use of 100% digital imaging technology in grocery scanners scales and the Magellan brand is the gold standard for reliability and performance. The Magellan 9800i and 9400i are the grocery industry leaders.

Magellan 3450 & 3550 Specifically designed for retailers that require high performance in a compact, horizontal or vertical form factor, these single plane devices are imager based and tailored for medium to high volume POS applications.

LaneHawk™ LH5000 This loss prevention solution turns items in the bottom-of-the-basket (BOB) into real-time profits. The new LaneHawk LH5000 brings more power and ease of installation for grocers.

Jade™ X7 This automated portal scanner automatically scans items placed in any orientation onto a moving belt maximizing the number of items scanned per minute at checkout.

Joya™ Touch A6 & Shopevolution 7 The Joya™ Touch device is a state-of-the-art Android™ equipped mobile computer that is ideal for various retail applications including self-shopping, shelf management, price management, customer support and more. Shopevolution 7 is the omni-channel Cloud-ready middleware for Self-Shopping, Queue-busting and Store Floor applications.

Falcon™ X4 This mobile computer is Datalogic's flagship mobility product. It is ideal for retail applications in the store and in the warehouse. Perfect for use where requirements call for an extremely rugged and reliable mobile computer with a keyboard running Android™ or Windows™ operating systems.

Skorpio™ X4 This mobile computer features a high performance architecture that offers blazing speed for legacy applications while providing an easy migration path to Android™.

PowerScan™ This family of industrial handheld readers is the definitive standard of ruggedness and durability. A new PowerScan model will be previewed at NRF 2019 with extra-long range 2D reading capabilities. This model will be available in 2019.

Rhino II These vehicle mount computers, available in both 10" and 12" display sizes with Android and Microsoft operating systems, set the standard for ruggedness in the warehouse and the cold chain.

RIDA DBT6400 This cordless imager with Bluetooth® wireless technology is the ideal workmate for connection with mobile devices. Pair the unit with tablets, mobile computers, phones and other devices for mobile POS, inventory management and shelf management applications.

DLR-TL001 This compact temperature logger uses RFID communications and is a semi-passive UHF logger tag ideal for monitoring and tracking temperature sensitive products as they move through the retail supply chain.

DLR-PR001 This portal reader is best suited for complex retail installations where data can be collected and fed directly to the reader from multiple sources such as smart card readers, bar code readers, GPS and other in-field sensors.

DLR-BT001 This pocket-sized RFID reader with Bluetooth® wireless technology has UHF RFID

technology and makes integrating RFID into retail applications easy. Pair the device with any tablet, phone, or Bluetooth enabled device to add RFID technology to any retail enterprise.

[DLR-DK001](#) This desktop RFID reader is a multi-regional UHF RFID device with an integrated antenna for short to medium range applications. It delivers flexibility when incorporating RFID technology into the retail enterprise.

Datalogic will have a hospitality espresso bar in the booth where visitors can enjoy a fresh coffee beverage 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.

For more information contact Jose Vega, Retail Marketing Manager, at jose.vega@datalogic.com