

MAGELLAN 1500i: UNPARALLELED PERFORMANCE - DATALOGIC

Bologna, May 7th 2019. Datalogic, a global leader in the automatic data capture and process automation markets, is pleased to announce the release of the Magellan™ 1500i scanner, the latest addition to our imaging Presentation Scanner offering. From the Magellan 1000i, the first imaging presentation scanner to the Magellan 9800i, the first all-imaging multi-plane scanner, Datalogic has consistently been at the leading edge of imaging scanning.

The Magellan 1500i combines this imaging excellence with an innovative design to create the most powerful presentation scanner on the market.

The Magellan 1500i can be used in hands-free stand mode or hand-held mode. When the scanner is placed on a counter, items can be swept past or presented to the scanner. If an item is too large to lift, the Magellan 1500i can also be used as a hand-held scanner. When picked up from the counter, Motionix™ motion sensing technology detects the movement and activates an LED aimer, then Datalogic patented 'Green Spot' technology provides good-read confirmation.

The large reading area and the sweep performance of the Magellan 1500i - it is capable of reading at distances up to 25 cm and with 1D sweep speeds up to 1.5 m/s - combined with comfortable illumination, enables seamless reading of 1D and 2D bar codes from printed or mobile sources, including hard-to-read, truncated and damaged codes. The addition of Digimarc® Barcode decoding makes the Magellan 1500i the most capable scanner in its class. Because this invisible bar code can be repeated many times over the product packing, the cashier doesn't have to orient the item to scan as with a traditional printed barcode. The invisible Digimarc Barcode also makes it possible to ensure product authenticity and prevent fraud.

Unobtrusive near infrared LED's provide continuous illumination of the scanning area and object detection technology knows when an object enters the field of view. More illumination is automatically added as needed to quickly decode the label. This illumination system reduces reflection and eliminates flickering that can cause operator discomfort, ensuring all day productivity.

"Datalogic is the only data capture manufacturer with solutions that cover the entire Retail industry, from manufacturing to consumer. 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. With its small footprint and attractive design, the Magellan 1500i will compliment any point of sale or service environment." stated Fabrizio Pareschi, Retail Industry Marketing Manager, Datalogic.