

EMPOWER YOUR TRACEABILITY, BOOST YOUR PRODUCTIVITY

The revolutionary new Matrix™ 320 industrial image-based for traceability solutions throughout the supply chain, from intralogistics and e-commerce to retail logistics and shop floor

Bologna, January 21st, 2021 - Datalogic, a global leader in the automatic data capture and process automation markets, is pleased to announce the Matrix™320, the most powerful and compact industrial fixed image-based code reader, capable of providing top performance, flexibility, operator safety, and low Total Cost of Ownership.

The Matrix 320 is the flagship of the well-established and bestselling range of Matrix 120 and Matrix 220 image-based barcode reader. It brings industry leading performance to traceability applications for both machine builders and end users and able to read the most challenging of Direct Part Marked and printed labels. Set up couldn't be easier with the built-in visual feedback and online diagnostics tool. The Matrix 320 is accompanied with a wide range of lenses, smart configurable lighting, filter and accessories for every possible application scenario. Datalogic have equipped the Matrix 320 with a state of the art 16:9 CMOS sensor that provides 3MP performance from a 2MP sensor. The resulting wide Field Of View, greater Depth Of Field, and higher speed of operation makes the Matrix 320 the go to solution for all traceability applications in intralogistics, distribution, 3PL, retail logistics, and the shop floor. It also provides the much desired "hands free" material handling capability, whereby it can replace many of the manual scanning operations carried out by human operators using handheld scanners, contributing to greater hygiene and safety, as well as providing velocity to production and logistics operations.

Just like the rest of the Matrix X20 family the Matrix 320 packs a wide range of industrial features within a compact form factor and can be mounted in the tightest of spaces thanks to its rotating connector. It is the perfect upgrade to the Matrix 300 and Matrix 410N and can easily solve the most challenging applications in harsh industrial environments.

"The great thing about this reader is that it is both very powerful and versatile. The new 2MP sensor provides 3MP performance in a compact modular design, and when combined with the range of available accessories, makes the Matrix 320 the one and only camera to practically address all of our customer application needs." Giuseppe Centola, Product Marketing Leader at Datalogic.

The Matrix 320 has been designed to empower users to solve their traceability applications. Its modular design, high-performance, and wide range of accessories truly make it the one camera for all applications.