

## DATALOGIC MOBILE WINS THE LOGISTIK INSIDE AWARD

Bologna, 20 November 2007 - Datalogic Mobile was awarded first place in the "Radio terminals and scanners" category at the "LOGISTIK Inside Image-Ranking 2007" gala. This award is given every year by the German logistics magazine "LOGISTIK inside", which ranks the best known brand names in the logistics sector.

Datalogic Mobile has won against eleven participants, surpassing competitors such as Symbol, Psion Teklogix, Casio, Intermec. The winners have been determined by the market research institute "TNS Emnid". The institute collected the information received on the most important brand names in the logistics industry through a telephone survey of around three hundred logistics managers from industry and trade companies.

Michael W. Laufen, Regional Sales Director and Authorized Signatory of Datalogic Mobile, accepted the coveted trophy from the German business magazine "LOGISTIK inside" in Berlin where more than 140 guests attended the award ceremony.

This image ranking made by "LOGISTIK inside" is a fixed institution in the logistics sector, and the award has been offered five times until now. The first prize, which has been awarded for the first time in the category "Radio terminals and scanners", has been won by Datalogic Mobile with 725 image points. This corresponds to a brand awareness of 72 per cent.

"This award is a great honor for us, showing that we set a good example with our way to react in a more differentiated and customized manner to market requirements," said Michael W. Laufen on the occasion of the award ceremony.

Further information about the prize winners: [www.logistik-inside.de](http://www.logistik-inside.de)