DATALOGIC AND DATASENSING AT SPS NUREMBERG 2025: DRIVING INDUSTRIAL INNOVATION WITH SMARTER AUTOMATION SOLUTIONS

Nuremberg, Germany – October 28, 2025 – Datalogic and Datasensing are excited to showcase a broad range of solutions for the manufacturing industry at the forthcoming SPS (Smart Production Solutions) 2025 exhibition in Nuremberg. Several live demonstrations will set out the benefits that the latest innovations can provide to sectors such as automotive, electronics, and packaging.

The Datalogic and Datasensing theme for SPS Nuremberg 2025 is 'Detect - Inspect - Protect - Mark & Identify', reflecting a single-source supply of products that can meet the requirements of any manufacturing industry application.

Automating the future

Nothing brings products and technologies to life like a demonstration, and this year Datalogic and Datasensing will have plenty of live action for SPS visitors to discover.

Taking center stage will be an eye-catching robot-enabled demonstration of automated part detection, marking, and identification – all while maintaining complete safety.

The demonstration will see a robot detect a target item before undertaking permanent and precise marking using a Datalogic AREX™ high-performance fiber-laser marker for DPM (direct part marking) applications. The robot will then read the barcode with its integrated Datalogic Matrix™ AI-powered industrial 2D barcode reader (a Datalogic PowerScan™ ultra-flexible handheld scanner is also set to feature as part of the demonstration). A Datasensing P-Series machine vision system will check for positioning, while Datasensing SLS will ensure safety for humans and technology alike.

Forward-thinking technology

AI-enabled solutions bring added capabilities to DPM traceability, as those witnessing the robot demonstration on the booth will discover. The Datalogic Matrix™ 220 XAI – the world's most advanced barcode reader with its AI-powered processor – pushes DPM code-reading capabilities beyond existing boundaries with unmatched speed, precision, and reliability.

The Matrix™ 220 XAI essentially starts learning at the push of a button, as a separate 'teach-in' demonstration on the Datalogic booth promises to reveal. The demonstration involves reading a selection of different targets with various codes. Without AI, the system would require manual adjustment to complete the task. This now takes place automatically using the Matrix 220 XAI, without reprogramming or readjustment, simplifying and accelerating the process.

See Innovation in Action at SPS Nuremberg 2025

SPS Nuremberg 2025 (25-27 November) is an international trade fair for automation, systems, and components. Visit Datalogic and Datasensing on Booth 110 in Hall 7A to discover powerful, customer-focused solutions and advanced technologies that are revolutionizing traceability, quality control, and safety in industrial operations.

Our experts will be on hand to discuss your unique needs and demonstrate how our solutions can elevate your smart manufacturing.

Don’t miss this chance to witness the future of industrial innovation in action!