DATALOGIC REDEFINES THE POINT-OF-SALE WITH NEXT-GENERATION MAGELLAN 3600VSI AND 3700HSI SINGLE-PLANE SCANNERS: SMARTER SCANNING. FASTER CHECKOUT. GREEN DESIGN. ALWAYS ONE SCAN AHEAD.

Bologna, February 12th, 2026 – Datalogic, a global leader in automatic data capture and industrial automation, is proud to unveil the next generation of its Magellan 3600VSi and 3700HSi single-plane scanners. This new series delivers breakthrough innovation designed to elevate performance across both assisted lanes and self-checkouts (SCOs).

Beyond Scanning: A Breakthrough in Retail Intelligence

While traditional scanners focus solely on barcodes, the new Magellan series introduces a market-first hybrid reading capability. By integrating a built-in RFID antenna and 1MP camera, these scanners provide unmatched tracking at the point of sale. This innovation enables:

- Seamless Inventory Tracking: Facilitates end-to-end product traceability from stock control to the POS and through the return process.
- Advanced Loss Prevention: Offers a more robust method to combat shrink than conventional EAS systems, as RFID tags are matched with corresponding scanned barcodes.
- Security & Versatility: The 1MP color video camera supports real-time checkout surveillance or vision applications such as item recognition and ticket switching detection.

Best-in-Class Performance

Datalogic has engineered these scanners to once again set an industry benchmark for speed and reliability.

- Undisputed Throughput: These scanners provide faster throughput over the prior generation, especially on 2D codes, ensuring the shortest checkout times and lines.
- Superior Motion Tolerance: The new series offers the fastest 1D and 2D barcode motion tolerance in its class and also ensures consistent performance even on mobile screens or damaged labels.
- Future-Proof Technology: With intelligent decoding and GS1 Digital Link readiness, these devices are built for the industry's ongoing migration to 2D codes.

Versatile Digital Interactions

The new Magellan series is engineered to handle more than just scanned product data, serving as a

multi-functional device for the modern POS.

- On-Glass Color Image Capture: Simplifies and accelerates digital customer interactions such as loyalty enrollment and ID verification directly at the POS.
- Optical Character Recognition (OCR): Supports OCR with data transferred seamlessly through the host port.
- Digital Watermark: Allows for decoding the latest in Digimarc barcode technology for simpler and more secure workflows.

Optimized Design and Sustainability

Available in two form factors, the vertical single-plane 3600VSi maximizes space at tight checkout counters and SCOs, while the horizontal single-plane 3700HSi ensures a clean, clutter-free countertop. Convenience stores, gas stations, discount stores, grocery stores, hardware stores, fashion/beauty stores, and drug stores are among the many retail businesses these scanners are ideal for.

True to Datalogic's commitment to responsible growth, these scanners feature sustainability embedded in their design. They operate with a low power consumption of just 1.2 W, are constructed using 85% TÜV-certified recycled materials, and utilize recyclable packaging.

Combining advanced data capture technology, versatile hybrid scanning, and a sustainability-focused design, the Magellan 3600VSi and 3700HSi set a new benchmark for single-plane scanners—delivering a quicker, more intelligent, and highly secure checkout experience.

Magellan 3600VSi and 3700HSi: Smarter scanning. Faster checkout. Green design. Always one scan ahead.