LEADING EUROPEAN COURIER AND PARCEL OPERATOR DEPLOYS NEWLY LAUNCHED MATRIX 830/930 FOR HIGH-VOLUME OPERATIONS

Selected following a stringent, head-to-head technical evaluation, the new Matrix™ moves straight into large-scale deployment.

Bologna, March 18, 2026 – Within days of its release, Datalogic, global technology leader in automatic data capture and industrial automation markets, announces the selection of its newly launched Matrix 830/930 by a leading European Courier and Parcel operator. The immediate market validation definitively confirms the strategic relevance of the new product.

The decision followed rigorous competitive benchmarking, performance comparison, and field validation under real operating conditions. After assessing alternative configurations, the customer confirmed the new Matrix 830/930 as the most effective solution for its high-volume logistics environment—where throughput must remain constant and there is no room for error—qualifying the devices for large-scale deployment, with dozens of readers planned as part of a broader European program.

The deployment supports inbound, where parcels are unloaded from trucks and conveyed into the hub for real-time identification and processing. The operation handles heterogeneous items in shape, size, and material, increasing complexity in high-speed conveyor environments. The choice was driven by measurable performance advantage and system simplification.

Powered by a 28-megapixel ultra-high-resolution sensor, the new Matrix delivers unparalleled decoding performance even on reflective plastic packaging and inconsistently positioned parcels. Its advanced imaging capabilities enhance operational flexibility, reducing dependency on precise parcel positioning and ensuring uninterrupted material flow.

Until now, comparable coverage required multi-reader or multi-camera configurations. Matrix 830/930 changes the equation, delivering the same operational capability with a single reader.

The result: lower system cost, reduced hardware footprint, and significantly less architectural complexity. Less equipment, more operational control.

For a leading European Courier and Parcel operator, technology must scale across sites without adding friction. It must sustain uptime and protect throughput. The new Matrix meets those expectations head-on and proves ready for logistics operations pressure.

“The rapid adoption of Matrix 830/930 demonstrates that the market is actively seeking higher performance solutions that combine ease of installation and operation with reduced maintenance costs. Being selected by a major industry player so shortly after release validates the technology and reinforces Datalogic’s strategic focus on delivering scalable, reliable solutions for demanding logistics

environments," says Fabio Chiocchetti, Global Logistics Automation Sales Executive Vice President.

As parcel volumes continue to accelerate across Europe, operators are raising the bar and moving fast. They are not looking for incremental upgrades. They are looking for solutions that deliver measurable impact from day one. With this early deployment, the new Matrix 830/930 shows it is built to go the distance — and built to lead under pressure.