DATALOGIC EXPANDS ITS SOFTWARE SOLUTIONS PORTFOLIO WITH SMART VISION SUITE FOR LOGISTICS

Vision Intelligence That Moves Logistics Forward

Bologna, November 18th 2026 – Datalogic, a global leader in automatic data capture and industrial automation, today announced the launch of Smart Vision Suite for Logistics, expanding its software solution portfolio with a new modular platform that brings advanced vision capabilities to logistics operations.

Every parcel carries valuable visual information beyond its barcode, from text and handling symbols to package characteristics, conditions and personal information on labels. Much of this data is visible to cameras already deployed in logistics operations but remains unused by traditional barcode-based automation. Smart Vision Suite for Logistics turns this untapped visual data into actionable intelligence, helping organizations automate more processes, reduce exceptions and improve operational decision-making.

From Barcode Reading to Vision Intelligence

Integrated with Datalogic's tunnel architecture and built around the proven WebSentinel™ supervisory software platform, Smart Vision Suite combines barcode data with advanced image analysis through a single software environment. WebSentinel centralizes operational data and system visibility, while Smart Vision Suite adds applications that interpret visual information and turn it into actionable insights.

The software can be deployed on both new and existing Datalogic installations, allowing customers to add advanced vision capabilities while protecting existing infrastructure investments. It is available as a retrofit solution or fully embedded within the new Datalogic Matrix 930 Premium image-based barcode reader.

Smart Vision Suite for Logistics addresses applications across courier, express and parcel operations, airport baggage handling, distribution centers, retail and apparel logistics, e-commerce fulfilment and 3PL providers.

Four Applications, One Flexible Platform

At launch, Smart Vision Suite for Logistics includes four modular add-ons that can be activated according to operational requirements, with additional capabilities planned through future releases.

Label Blurring automatically identifies and obscures sensitive information such as names and addresses directly at source. By anonymizing personal data before storage or transmission, organizations can enhance data protection and support compliance with GDPR requirements.

Pattern Recognition detects visual symbols and handling markings not contained within the barcode itself. From hazmat labels to weight indicators and handling instructions, the add-on helps improve safety, reduce misrouting, and ensure correct identification of parcels requiring special treatment.

Item Inspection enables detailed analysis of parcel characteristics, including material type, shape, and visible defects. This add-on supports automated handling of non-standard items and helps identify damaged goods earlier in the process. Unlike pre-trained systems, Smart Vision Suite for Logistics provides market differentiation through training using customer-specific images, creating highly tailored solutions designed around individual operational requirements. The add-on can also identify the difference between rigid and soft airport baggage to ensure correct system routing.

No-Read Recovery salvages tracking information when a barcode is damaged or unreadable due to reflection. By automatically identifying text printed on the label, the system can recover up to 80% of parcels, helping maintain automated flow continuity while reducing manual intervention and exception handling.

One Software Platform Designed to Grow

Smart Vision Suite is built on a common software architecture across hardware configurations, providing customers with a consistent environment for deploying current and future vision applications.

Customers start with WebSentinel and can activate additional Smart Vision capabilities remotely through a flexible licensing model as their operational requirements evolve. This modular approach creates a foundation for Datalogic to progressively expand its portfolio of software-driven logistics applications.

Turning Vision into Action

With Smart Vision Suite for Logistics, Datalogic is extending its value proposition from capturing identification data to extracting intelligence from the complete visual information surrounding each parcel.

“Smart Vision Suite for Logistics enables customers to unlock greater value from their existing infrastructure,” said Michele Leoni at Datalogic. “By combining barcode reading with advanced vision capabilities in a single integrated platform, organizations can reduce exceptions and improve operational efficiency, while gaining access to richer data in support of smarter logistics processes.”