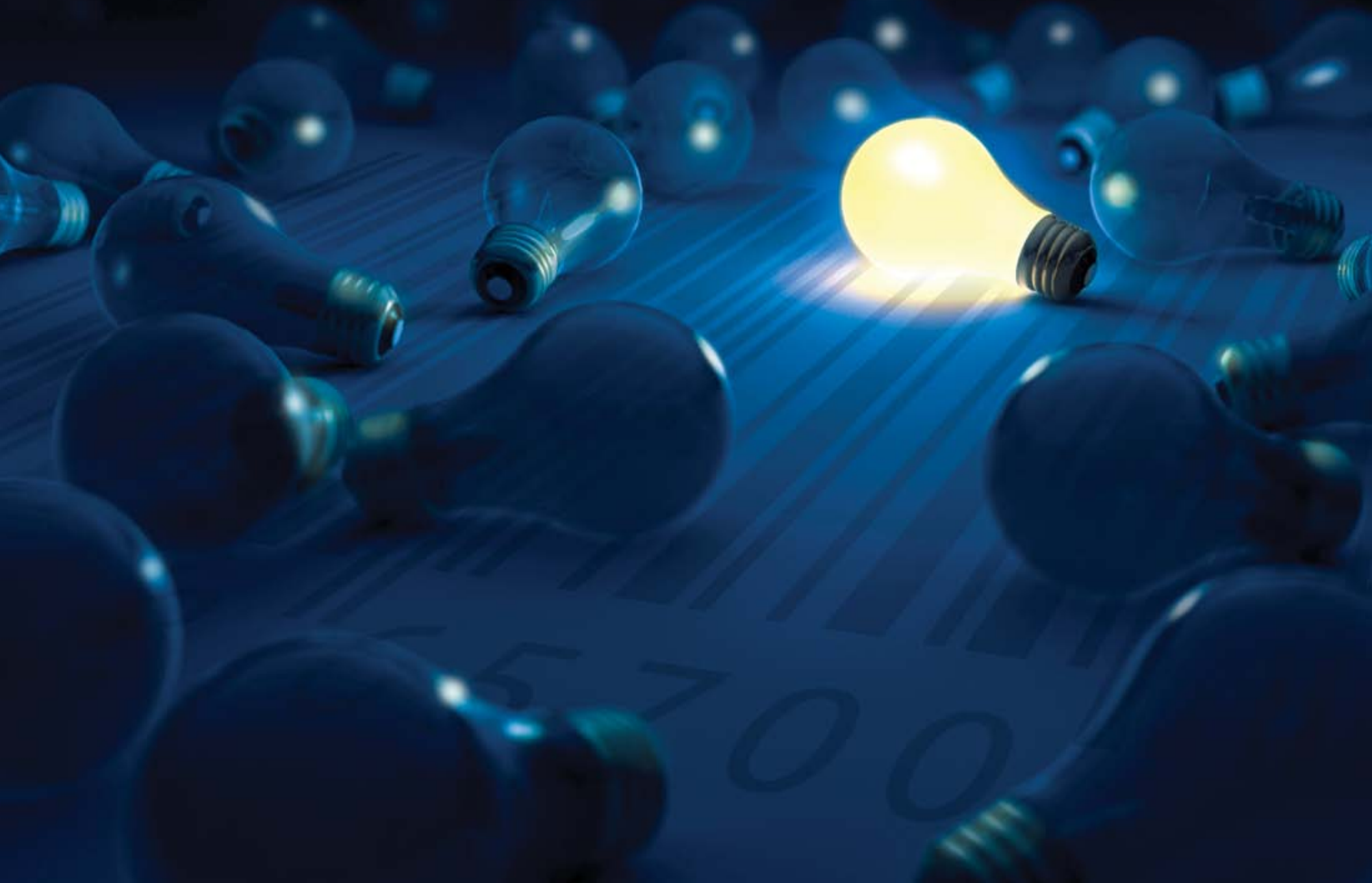




# DATALOGIC SCANNING

Unmatched in the Market...



**T**he Beep Heard Around the World—  
 On June 26, 1974 at a Marsh Supermarket  
 in Troy, Ohio, a clerk passed the UPC bar  
 code on a 10 Pak of Wrigley's chewing gum  
 over the scan window of a Datalogic  
 Magellan Model A bar code  
 scanner and made history.



## The "Beep" Goes On

The first commercial bar code scan from the Datalogic Model A scanner signaled the beginning of the automatic data capture industry. Today the AIDC industry is fast-paced, dynamic and requires a company to be committed, innovative and respectful of the rapidly changing needs of business. Datalogic Scanning is that company. Completely dedicated to Auto ID, Datalogic has established itself as a unique world leader by providing the widest range of multi-platform product solutions available.

With over thirty four years of industry experience combined with a thorough understanding of data collection, Datalogic has proven to be not only a designer and manufacturer of diverse scanning devices, but the market expert at providing data collection solutions tailored for the needs of industry. Delivering the right product to match the needs of business is the core strength of the Datalogic Scanning product portfolio.

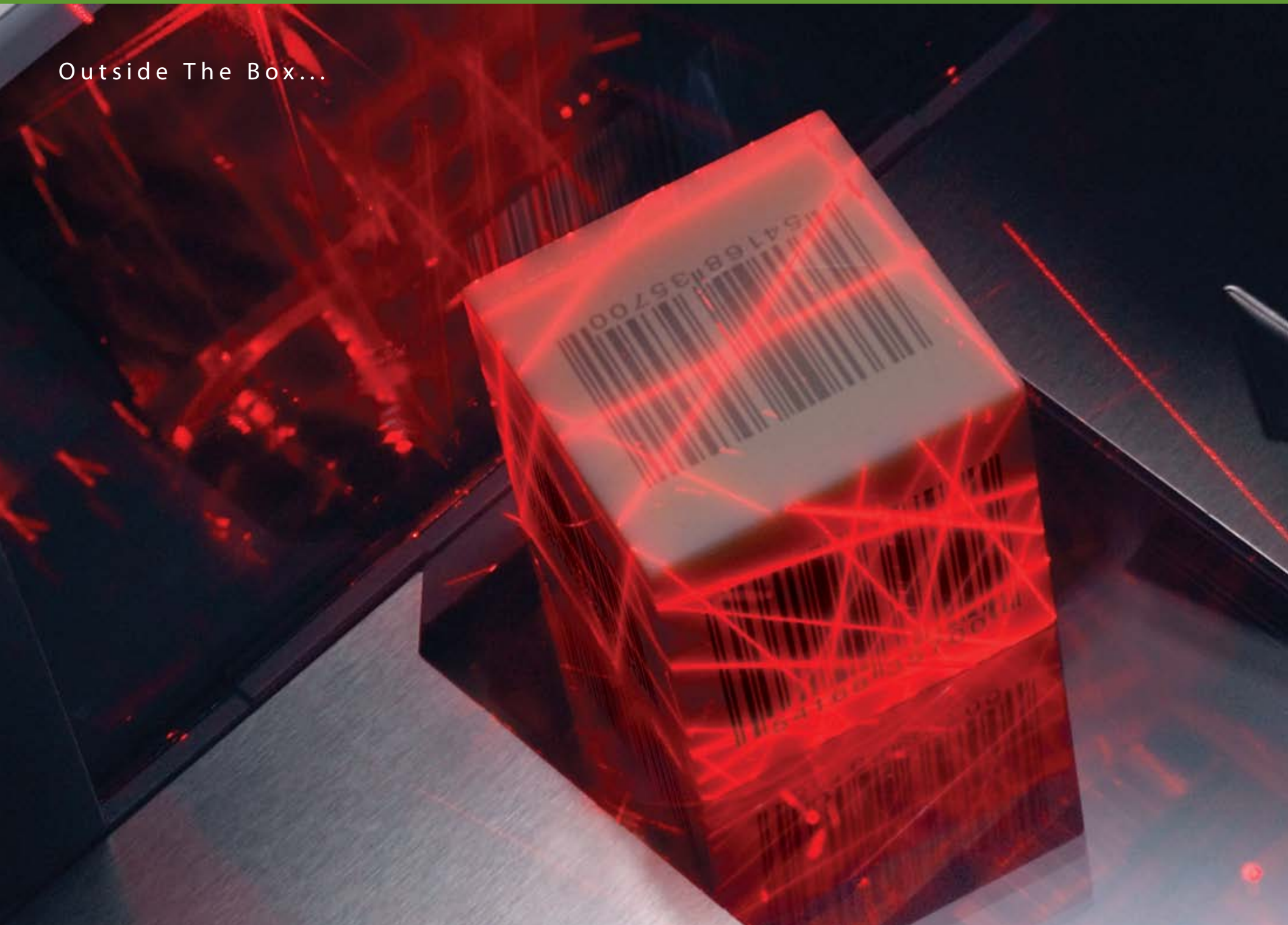


Datalogic listens to the customers and the people that use its products so that new innovations can deliver real value and protect their technology investments now and in the future. Companies around the globe trust Datalogic to provide the equipment they can depend on to run their business and Datalogic is proud to be on their team. Working in collaboration with quality business partners to ensure smooth installations and continual support, customers can be confident that Datalogic Scanning is always standing behind them every step of the way.



# DATALOGIC SCANNING

Outside The Box...



**P**rotect your profits at the point of sale! —

Long or bagged produce leaning against the vertical window or hanging over the edge of the platter can lose between 1-3% of its weight, creating lost revenue. The Datalogic patented All-Weights® scale platter joins the horizontal and vertical platters to make one solid piece. This solid construction transfers all the produce weight to the scale and ensures accurate weighing.

Imagine, just .5% of improved weight accuracy would produce substantial annual savings. Visit the web site and use the All-Weights® ROI calculator to realize your potential savings!



## **Magellan® In-Counter Scanners and Scanner/Scales**

The Magellan brand of high performance scanners and scanner/scales are world renown for their unstoppable performance and extreme reliability. Scan after scan, these powerhouses are truly the hardest working scanners in retail. The Magellan line with its years of continuous development, combined with Datalogic's deep experience in high volume retail checkout environments, has redefined industry expectations. Magellan scanners and scanner/scales are the definitive benchmark for quality and dependability at the point-of-sale (POS).

The complete line of Magellan scanners and scanner/scales are built from a common platform with common features to increase productivity and enhance POS system efficiency. Options for electronic article surveillance (EAS) tag deactivation eliminate the need for separate scanning and deactivation processes. Value Added Features provide optional information tools that help decrease front-end costs by managing information on scanner software and diagnostics.

### **Magellan® 8500 Scanner and Scanner/Scales**

The Magellan 8500 scanners and scanner/scales are the highest performing fixed POS scanners in the world. Datalogic Scanning's patented 360° six-sided SurroundScan® 3D Scanning™ enables the scanner to read a bar code in any orientation with the highest degree of accuracy, ensuring optimum performance.

### **Magellan® 8400/8300 Scanner and Scanner/Scales**

Featuring a smaller form factor and five-sided scanning for high to medium volume checkout environments, the Magellan 8400/8300 scanner and scanner/scales represent the next level in value and checkout productivity.

### **Magellan® 2300HS Horizontal Scanner**

The Magellan 2300HS scanner is specifically designed for retailers that require high performance in a compact, horizontal form factor. Tailored for medium to high volume POS applications at an affordable price, the Magellan 2300HS scanner is particularly effective for grocery, department, drug, do-it-yourself centers and general retail environments.



# DATALOGIC SCANNING

We Know Scanning from All Angles



From low-to-medium volume point-of-sale applications such as those in convenience, specialty and drug stores, to healthcare and document handling in office environments, the wide range of Datalogic Scanning presentation readers offer a variety of form factors and features to solve any data collection need. All Datalogic Scanning presentation readers excel at capturing standard linear symbologies as well as GS1 DataBar™ bar codes.



## On-Counter Presentation Scanners

### Magellan® 2200VS Vertical Presentation Scanner

The Magellan 2200VS scanner is specifically designed for retailers that require high performance in a compact, vertical form factor. Tailored for very small counter retail checkout environments with medium to high volume point-of-sale (POS) transactions, it features a large, omnidirectional scan pattern and is ideal for both sweep and presentation scanning methods.

### Magellan® 1400i/1000i Presentation Readers

The Magellan 1400i and 1000i feature a unique approach to imaging technology by using digital scan patterns for omnidirectional reading. This innovative technology offers maximum reliability and high performance, while excelling at capturing hard-to-read bar codes. Their compact size makes them the ideal solution when counter space is limited. Functioning as a handheld, they offer targeted reading modes for close proximity codes. Ideal for use in retail and office applications, they support image capture functions, PDF417 and Data Matrix label decoding as well as standard support for linear codes.

### Diamond™ Presentation Scanner

The Diamond omnidirectional presentation laser scanner is an excellent value for those seeking good performance in an economical design. Its small housing features a soft rubber grip which makes the scanner comfortable to pick up when scanning large or awkward items and also helps to cushion the scanner and prevent possible damage caused by accidental drops. The Diamond is perfect for harsh retail, office environments or light industrial applications.

### Heron™ Presentation Readers

As an entry level presentation reader, the Heron is packed with features to delight any user and is perfect for large or small retail POS or office applications. Amazingly versatile, this unique reader features an option for integrated EAS tag deactivation and bar code reading in one smooth motion. All Herons feature

Datalogic's exclusive patented 'Green Spot' for good read feedback directly on the code.



# DATALOGIC SCANNING

Variety is the Spice of Life





Datalogic was a pioneer in understanding the importance of having cordless mobility with handheld readers. Datalogic's STAR Cordless System™ for narrow band radio communications provides unequalled performance and flexibility. Offering scalable solutions to solve simple point-to-point applications to complex network installations, the system is easily expanded (adding new devices) or reduced, and can adapt to the evolving needs of any application. It provides real time access to data in the field which is fundamental to any wireless data collection application. With simplified hardware and software integration, the STAR system makes the physical installation process a breeze.



## General Purpose Handheld Readers

Datalogic Scanning's wide range of general purpose handheld readers offer users a variety of choices for their data collection activities. Product sets offer conventional laser, linear imaging or 2D technology and support for linear, 2D label decoding and image capture, plus a variety of features to meet specific scanning needs. For use in simple to complex applications across industries, you will find these handhelds easy to use, fast, accurate and extremely versatile, while maintaining ergonomic comfort for extended periods of use.

### Gryphon™ Series

The Gryphon line of handheld readers is the premium, feature-rich solution for general purpose applications. All Gryphons offer top reading and decoding speed including unmatched performance on high resolution codes plus Datalogic's 'Green Spot' for good read feedback. Supporting 1D or 2D label decoding, the Gryphon products include corded readers and a specialized model for electrostatic discharge (ESD) protection. Cordless products are available with Datalogic's STAR Cordless System or Bluetooth® wireless technology.

### QuickScan® Series

The QuickScan corded products are available with laser or linear imaging technology and are ideal entry level products to meet basic scanning needs. The QuickScan Mobile reader with Datalogic's STAR Cordless System offers economical mobility for simple point-to-point radio communications. The QuickScan QS6500 and QS6500BT with Bluetooth® wireless technology tops the QuickScan line of high value products.

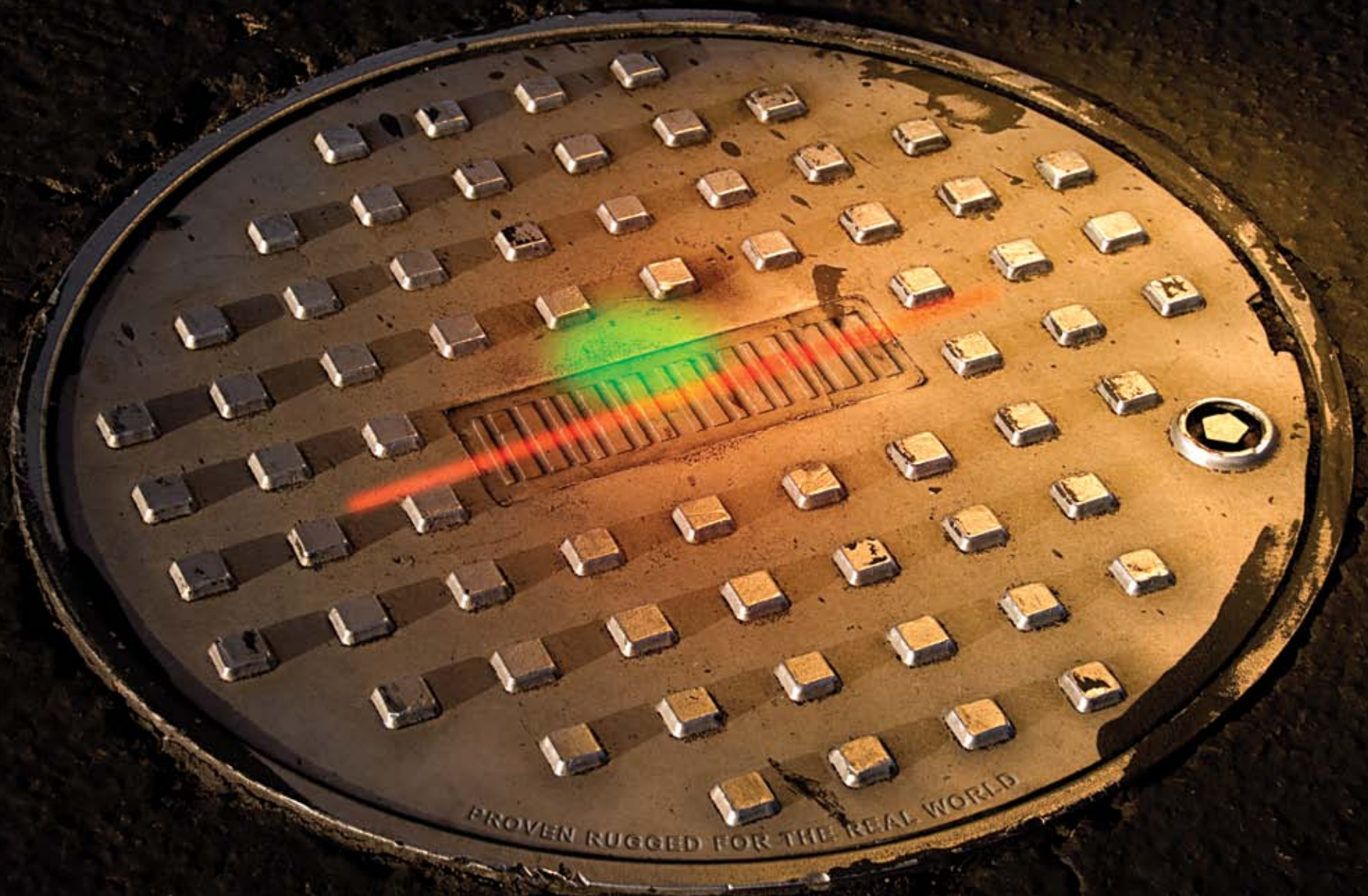
### Touch™ Series

Featuring high first pass read rates and snappy performance the Touch 65/90 linear imaging contact readers are an excellent value for those seeking a cost-effective solution for general purpose document handling and retail applications.



# DATALOGIC SCANNING

We Have Tough Environments Covered



Designed and constructed to withstand the toughest environmental conditions in demanding applications, PowerScan industrial readers offer lasting performance and outstanding reliability. Their rugged mechanics have been developed and tested to withstand extreme shock conditions with no degradation of reading performance or accuracy. Featuring industry leading sealing ratings, they are thoroughly protected against dust and water guaranteeing that important internal components remain clean and dry even under the most abusive conditions.



## Industrial Handheld Readers

Datalogic's PowerScan® industrial handheld readers are data collection's definitive example of ruggedness and durability. Often imitated, but never rivaled, the PowerScan products rise above the fray with their outstanding performance and unyielding reliability. Designed for industrial applications or abusive environments, PowerScan readers offer corded and cordless models that include a full array of accessories and options to enhance usability.

### PowerScan 8000 Series

The PowerScan 8000 Series offer a high-end solution of features and performance for the serious user. Datalogic's patented Three Green Lights (3GL™) ensure quick and reliable feedback featuring the 'Green Spot' on the code combined with dual Good Read LEDs on top and on the back of the cap for increased visibility in any condition, at any angle. Lightweight ergonomic enclosures reduce operator fatigue during scan intensive operations.

**PowerScan 8300** - The 8300 Desk and Mobile laser scanners include a choice of Standard Range and Auto Range optics for near and far range reading. The PowerScan PM8300 mobile reader features Datalogic's STAR Cordless System and offers an optional display with 3-button keypad for two-way communications with the host. Additional paging functions and a batch mode add to the PM8300's capability.

**PowerScan 8500** - The PowerScan PD8500 2D mega-pixel corded imager provides omnidirectional reading and support for the most popular 1D, 2D, Stacked and Postal codes. Available with Standard, High Density and Wide Angle optics.

### PowerScan 7100/7000 Series

The PowerScan 7100/7000 Series offer a price-wise solution for the industrial user. With the same PowerScan durability and ergonomics, this series represent a solid choice for less complex applications. Desk models include a Standard Range imager for linear code reading and a 2D model for additional symbology support. The Mobile version is available with Bluetooth® wireless communications.





[www.scanning.datalogic.com](http://www.scanning.datalogic.com)

### The Datalogic Group

The Datalogic Group, through its global network of over 500 partners, is completely dedicated to Auto ID. Datalogic technologies are present in over 4,500 companies in over 40 countries in Europe, Asia, the Americas and the Pacific Rim.

The Group consists of three main divisions: Datalogic Scanning offers the widest range of multi-platform scanners, scanner/scales and handheld readers available worldwide. Datalogic Mobile has a complete line of rugged mobile computing products for warehouse management, field force automation and retail environments. Datalogic Automation completes the product portfolio with high quality unattended scanning systems.

Headquartered in Lippo di Calderara di Reno (Bologna), Italy, the Datalogic Group appears on the STAR segment of the Italian stock exchange as DAL.MI.

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