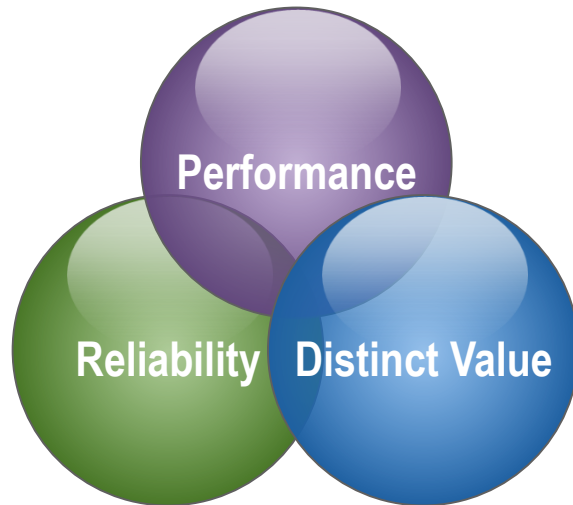




Magellan™ 3200VSi

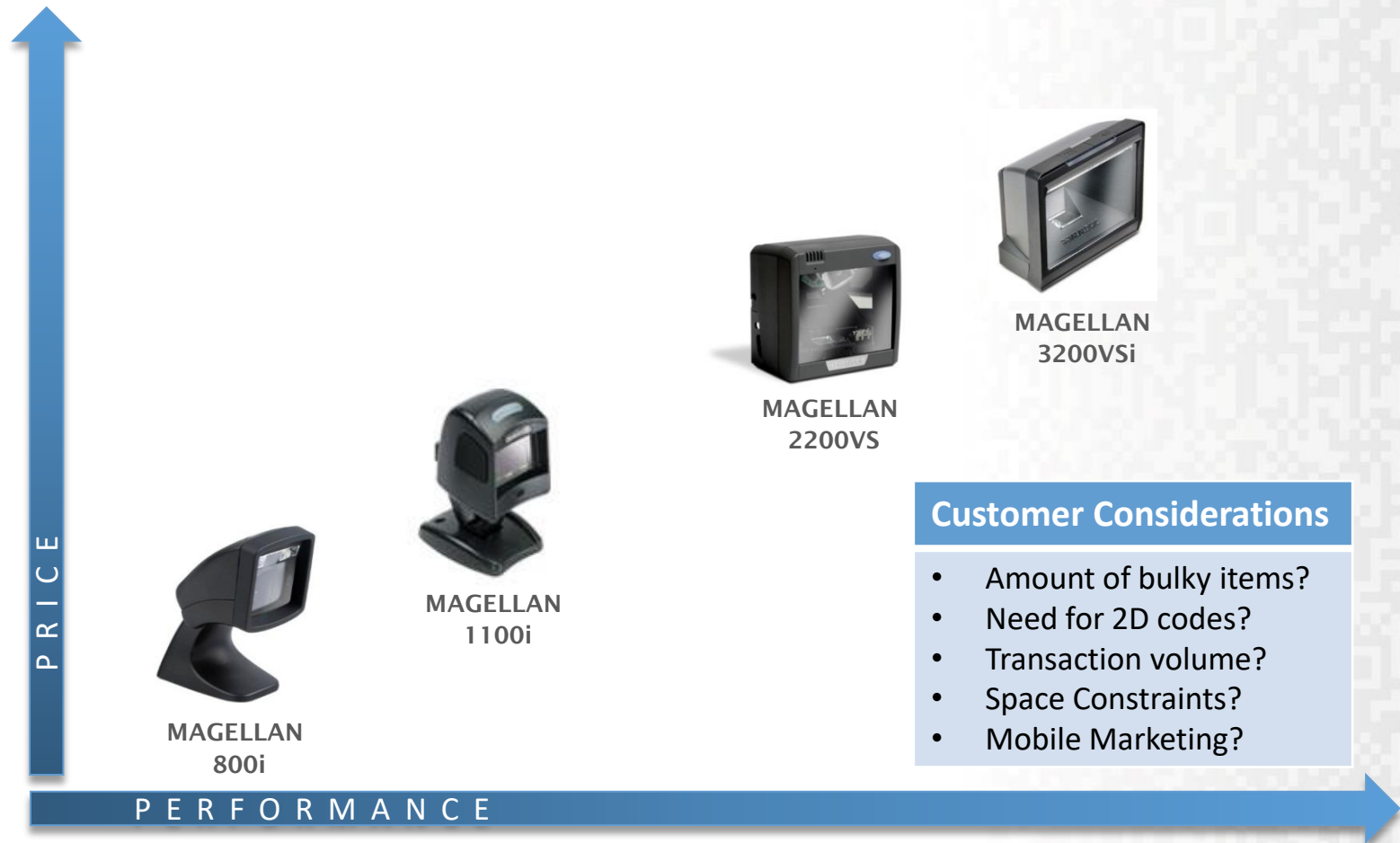
June, 2015

Magellan Brand Values – Every Magellan Starts Here



- High performance scanners for high volume environments:
 - Magellan performance is the core product value
 - Tested in real retail environments
 - When every second counts
- Datalogic delivers technology that lasts:
 - Datalogic thoroughly tests its products
 - Use our own life accelerating test facilities
 - Future-proof technologies for tomorrow
- Magellan offers distinct and differentiated features
 - Real benefits not just features
 - Provide quantifiable value to the retailer

Magellan On-Counter Positioning



Customer Considerations

- Amount of bulky items?
- Need for 2D codes?
- Transaction volume?
- Space Constraints?
- Mobile Marketing?

Targeted Use Environments



- Ideally suited for:
 - Small counter point-of-service
 - Low to medium item count transactions
 - Presentation or sweep scanning
 - Identity or age verification applications
 - Service points using 1D, PDF or 2D codes
- Retail High Volume, Small Space:
 - Pharmacy/Drug Stores
 - DIY Stores and other specialty
 - Convenience Stores
 - Courtesy/Service Counters
 - Grocery and General Merchandise Stores



High Performance for the POS



- 1D Bar code performance comparable to laser single plane products
- Both sweep and presentation scanning
- Excellent 2D code reading performance
 - Data Matrix
 - QR Code
 - Aztec Code
 - MicroPDF417
 - PDF417
 - MaxiCode

Performance on Difficult Labels



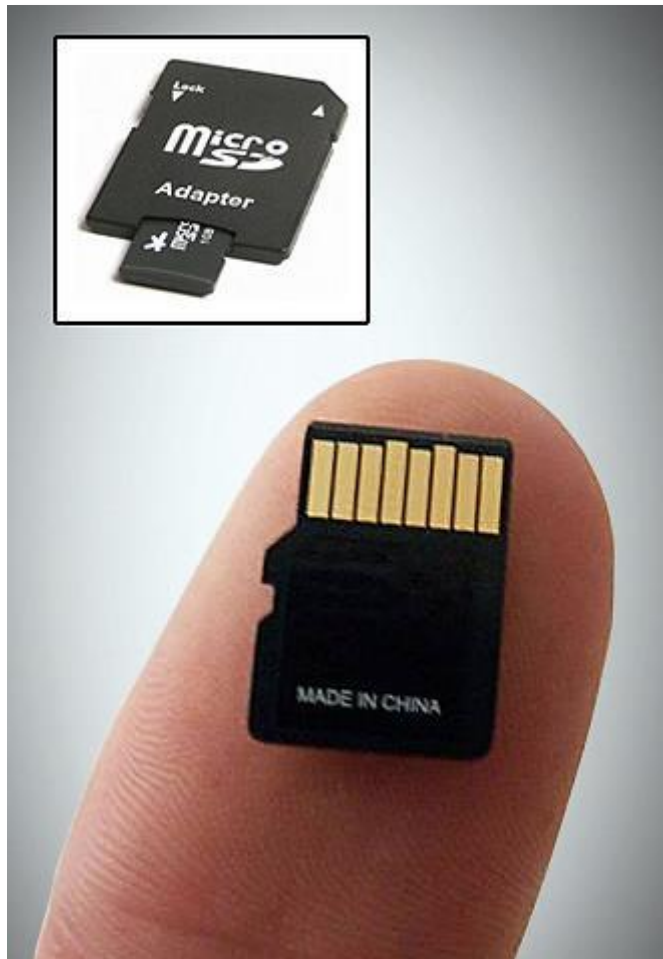
- Superior reading of hard-to-read labels
 - Truncated
 - GS1 DataBar™
 - In-store printed bar codes
 - Bad labels
 - Other problem labels (Utility Bills)
- Reads bar codes from a variety of sources
 - Paper
 - Driver licenses
 - Cell phone/PDA

Technology that Lasts



- Complete Solid-State Electronics
- **No moving parts!**
 - No motors (number one failure item in scanners)
 - No spinning mirrors
 - No laser module
- Low Power Consumption
 - Low operating power
 - Power off terminal
 - Automatic Sleep Mode – fast wake-up

Managing Software and Data



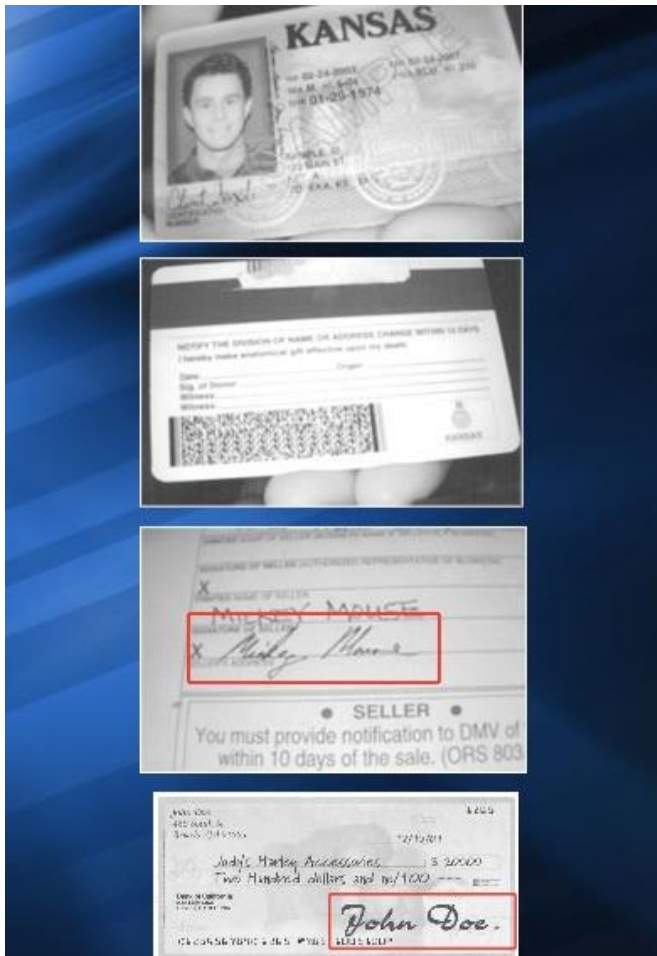
- Programming Options: Application and Configuration
 - Magellan On-Screen Programming (OSP) software tool
 - Connect with USB cable to USB port
 - Load software from MicroSD card
 - Traditional programming bar codes
- Software upgrades via MicroSD card
 - Upgrade from 1D bar codes to 2D
- Write diagnostic information to SD card

Illumix™ Intelligent Illumination



- Read codes from mobile phones
 - Enables new applications like mobile coupons and ticketing
- Provides consistent performance
 - From dark to very bright, sunlit applications
- Optimizes imager and illumination settings for image capture

Image Capture



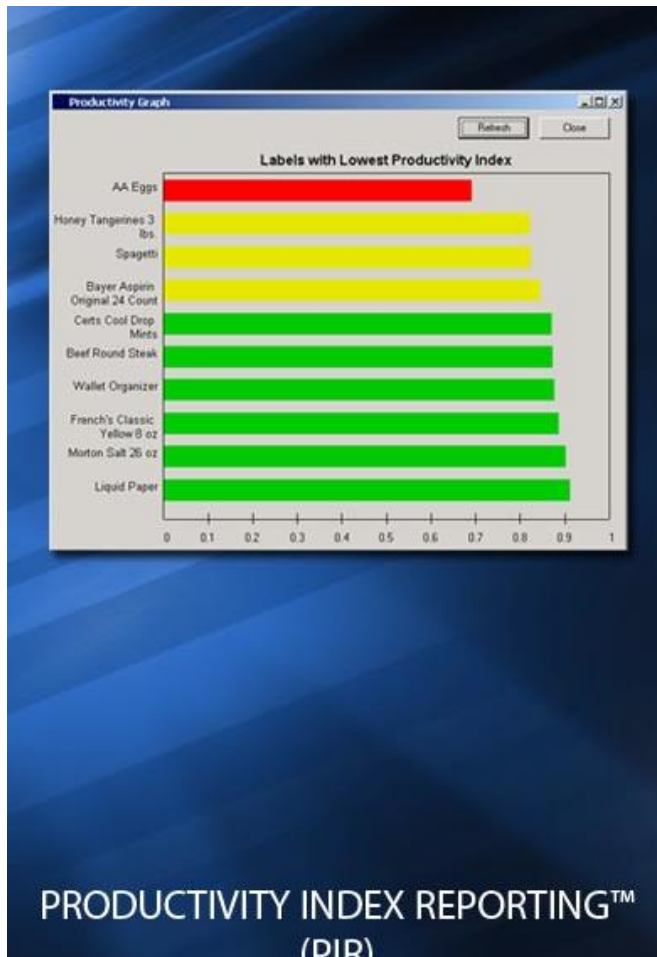
- Image capture to MicroSD card
- Image capture to POS Host Terminal
- Adjustable resolutions
- Configurable file types:
 - .JPG
 - .BMP
 - .TIFF

Easy Host and EAS Integration



- Flexible multi-interface solution
 - All popular host terminal interfaces supported in every unit
 - Change interfaces very easily
 - Scan programming label and change cable
- Checkpoint Systems EAS compatible
 - One motion for scanning and deactivating
 - Deactivation antenna in every scanner
 - Supports linking for improved security
 - Easy to install – just select the correct interface cable with EAS

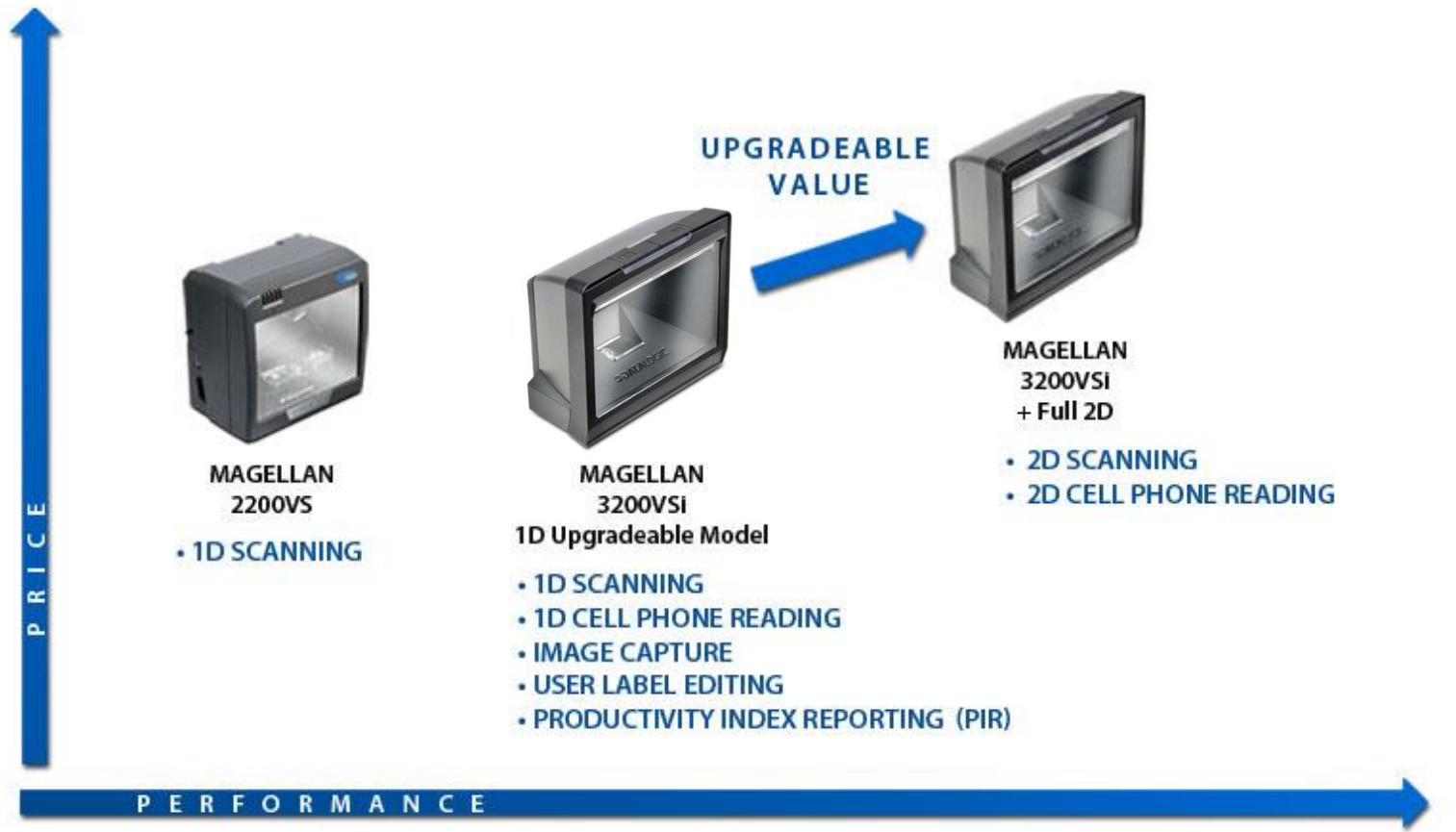
Productivity Enhancement Tools



- Magellan Advanced Data Editing
 - Extends POS product life
 - Improves operations
- Remote Management/Host Download
 - Lowers service cost and improves operations
- Diagnostics Reporting
 - Lowers costs to service and manage assets
- Productivity Index Reporting™
 - Identifies bad and problem bar code labels

Compatible with IBM Systems Director®

Value and Performance Map



Magellan 3200VSi

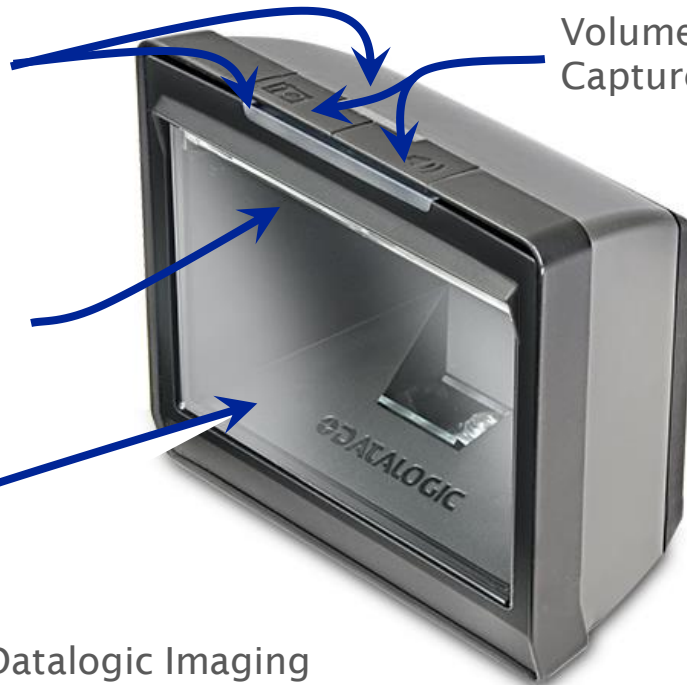
All Popular Host Interfaces On-Board

Dual Large
'Good Read'
LEDs

Illumination

Volume and Image
Capture Buttons

Aggressive Datalogic Imaging
Technology Optimized for Sweep
or Presentation Style Scanning

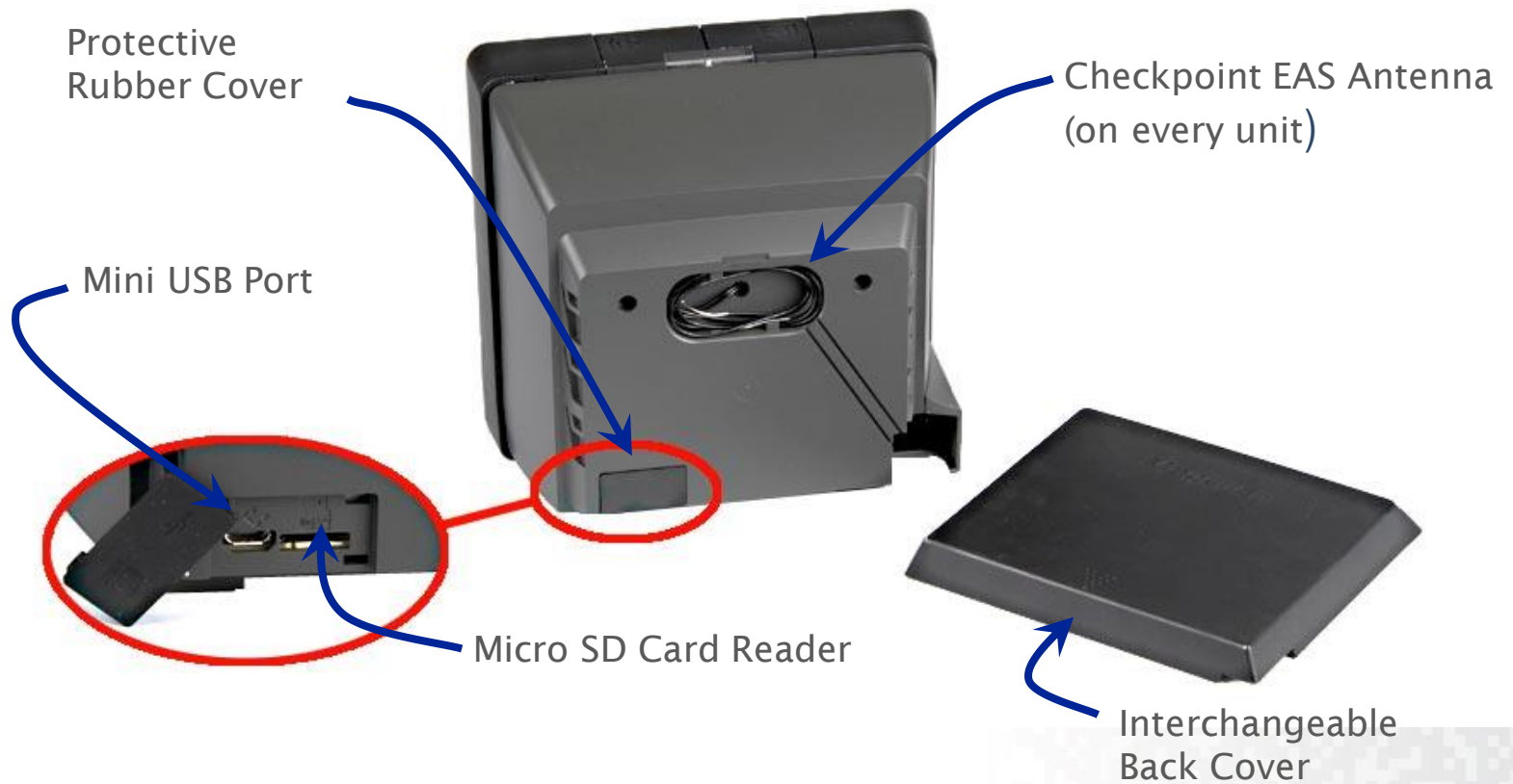


Interchangeable
Back Cover



Easy On-Off Cable Cover

Magellan 3200VSi



Magellan 3200VSi ~ Mounting Options

- Optional Table / Wall Mount
 - Screw mounts to counter top or to wall
- Attaches instead of back cover



Magellan 3200 VSi ~ Mounting Options



- Optional Riser Mount with Tilt
 - Used with Table / Wall Mount
 - Optional Tilt Setting



Datalogic Green Initiatives



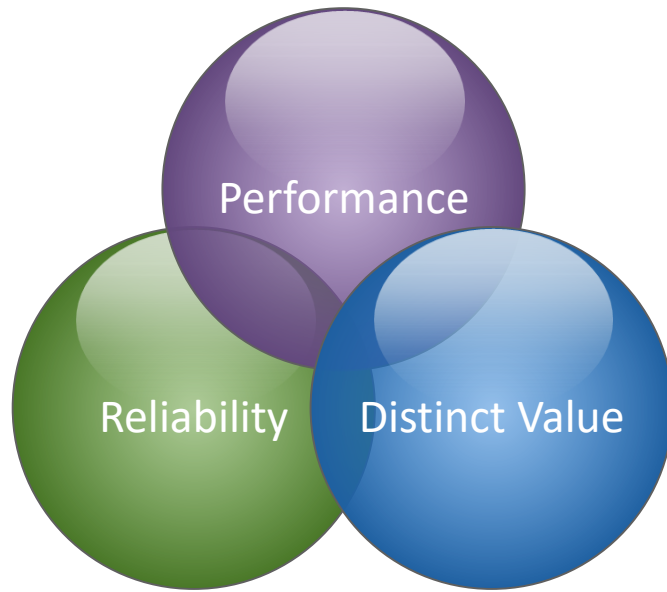
- All product plastics are recyclable
 - No embedded metal ‘bosses’
- Complete RoHS compliance
 - No lead-based solders
 - No ‘heavy’ metals
- Efforts in every product program
 - Reduce power consumption
 - New more efficient power supplies
- Use manufacturing / fulfillment model
 - Customer specific configuring easier to use

Imaging is 'Greener'



- No motors required
 - One of the hardest parts to recycle
- Significant reduction in mirrors
 - Reduced from 10 to 2 mirrors in new Magellan 3200VSi
- Significant weight reduction
 - Lower carbon footprint
 - Example:
 - MG3200VSi - 1lb. 5oz.
 - MG2200VSi - 2lb. 8oz.

Magellan 3200VSi - Summary



- High performance for high volume environments:
 - Comparable field-of-view to laser scanners
 - Greatly improved performance of hard-to-read labels
 - 2D option now or as an upgrade later
- Technology that lasts:
 - Completely solid-state
 - No moving parts
 - No motor, no laser diode
- Distinct and differentiated features:
 - Reads codes (1D and 2D) from cell phones
 - Image capture to POS terminal or Micro-SD card
 - Double 'good scan' indicators

Thank You!

This presentation contains statements that are neither reported financial results nor other historical information. These statements are forward-looking statements. These forward-looking statements rely on a number of assumptions and are subject to a number of risks and uncertainties, many of which are outside the control of Datalogic S.p.A., that could cause actual results to differ materially from those expressed in or implied by such statements, such as future market conditions, currency fluctuations, the behavior of other market participants and the actions of governmental and state regulators

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