DATALOGIC
EMPOWER YOUR VISION

The Undisputed Leader in Digital Imaging for Grocery

First on the scene. Best in class. Continually innovating.

⭐ First on the scene

For more than 45 years, Datalogic has pioneered grocery barcode scanning, starting with the first in-counter scanner ringing up a pack of Wrigley's gum at a Marsh Supermarket in Troy, OH in 1974. We have always been dedicated to developing the fastest and most reliable products available; we pioneered the first digital imaging for grocery stores to set the industry standard in single and multi-plane scanning technology. Each and every year after that, Datalogic has held *first place* in the market.

> As of 2020, Datalogic commands a 56.2% share of the Bi-Optic market, and a 37.7% share of the Fixed Retail market as a whole.

More Datalogic firsts:

- *First* automatic scanner in a checkout
- *First* in-counter scanner for POS checkout
- *First* automated scanner (tunnel) for retail
- *First* bi-optic full imaging scanner

- *First* bi-optic scanner with Digimarc integration
- *First* Slim Line (5") and Low Bonnet (2.75") Scanner-Scale
- *First* scanner-scale with a dedicated Top Down Reader (TDR) for 6-sided coverage

We've had a lot of industry *firsts* over the past 45 years. Now, the new era of grocery starts here.

Magellan 9800i Top Down Readers

⭐ Best in class

> Serving 9 out of the top 10 US retailers

Owing to its history, and innovation along the way, Datalogic has the best digital imaging products on the market. They are faster, more reliable, and more versatile than competing products. **We offer the pinnacle of quality for:**

- Independents to Mass Merchandisers
- Low-to-high-item-count transactions
- Fast and ergonomic throughput over long periods of time
- Front-end POS with attended lanes or self-checkout lanes

Our Magellan 9300i/9400i and 9800i scanners have been proven time and time again in the field against our competition. **When compared to other scanners, we offer:**

- Scanning up to 12% faster
- A larger, more ergonomic scan volume
- Scalability; offering 3 scanning options from price-sensitive to premium
- A broad offering of Scales with or without displays
- Exceptional form factors, including the low bonnet Magellan 9800i with Top Down Reader
- Best-in-class loss prevention features with ScaleSentry, ScanSentry, and our All-Weighs Platter
- Proven reliability: 10+ years of product use life
- Ability to seamlessly integrate into existing POS and SCO systems

Magellan 9800i Scanner with Top-Down Reader

Our self-checkout products are built on a foundation of strong partnerships with leading global and regional checkout integrators. You can count on our products to be compatible and future-proof. And our focus on throughput means your customers can easily scan items and check out faster.

⭐ Continually innovating

History is repeating itself. Here at Datalogic, we continue to pioneer digital imaging in grocery. We are hard at work developing the next industry standard by refining and improving our technology. There are a lot of exciting (and game-changing) products and solutions on the way.

New products:

- New Magellan presentation scanners; Magellan 1500i, 3410VSI and 3510HSI
- New Magellan ScanSentry for sweet-hearting prevention

Magellan 1500i

Stay informed on the latest at Datalogic.

Magellan 3410VSI and 3510HSI

The new era of grocery is here.

Partner with the undisputed industry leader in digital imaging. Partner with Datalogic.

Get your Free Consultation or Request a Demo today!

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