

Datalogic Group

Day in, day out, our lives become increasingly involved with technology. Even in the simplest of routines, such as shopping at the supermarket, going to the chemist or when our luggage crosses the main airports around the world. More and more often, all these daily actions are backed by a cutting edge technology marked DATALOGIC, a pioneer in barcode reading and for years a worldwide leader in the automatic data capture industry.

Datalogic was founded in 1972 by Romano Volta. It had its origin in the optical sensor business, serving the Automation Industry, but towards the end of the 70's it moved into the field of bar code technology and very soon became the European leader in industrial applications.

For over 35 years, Datalogic has been offering innovative solutions for so many industrial applications, especially related to manufacturing, transportation & logistics and retail. Today Datalogic is a world-class producer of bar code readers, data collection mobile computers, RFID and vision systems.

The ability to develop technological innovations and ever competitive products is a key factor, even though Datalogic's idea of innovation is not just a "product" alone. It's a true mental state that involves all the resources engaged in transferring innovation to all phases of the product's life cycle: from design to production, through to distribution and after sales.

Customer care, facilities rooted locally and utmost flexibility make Datalogic the ideal partner to create solutions suitable for the customer's needs in using technologies that improve and make our daily chores of everyday life much easier, also guaranteeing higher standards of quality and reliability.

Products created by Datalogic are currently the state of the art in identification and data capture and are used in over a third of supermarkets and points of sales right across the globe, as well as by airports, hospitals, post offices and couriers. In everyone's life, today.

Datalogic at a glance

- ✦ Corporate Headquarters in Bologna, Italy
- ✦ Listed on the STAR segment (Star: DAL.MI) of the Italian Stock Exchange since 2001
- ✦ Over 2,000 staff members worldwide distributed across Europe, Asia, the United States and Oceania
- ✦ Research and Development investments for over 26 million Euro each year
- ✦ 9 Research and Development laboratories
- ✦ A large portfolio of 898 patents in the world
- ✦ Direct presence in 30 countries worldwide selling to over 100 countries
- ✦ Beyond 1,000 partners worldwide.

In 2009 Datalogic received the Award in the Large Enterprise category of the "Business Innovation Prize" conferred by Confindustria (the Italian Industrialists Association), as the enterprise that has skilfully expanded in Italy and worldwide through investments in innovation.

Vision & Mission

Company vision: *"To be Top of Mind when thinking about needs in the Automatic Data Capture and Industrial Automation markets"*.

Company mission: "Promote and provide business solutions by offering:

- ✦ *high value systems, products and services to mark, capture, compute and communicate information anywhere and anytime,*
- ✦ *high value solutions for process and material traceability, quality inspection, advanced detection and safety*
to generate a high ROI for our Customers".

The innovation behind Datalogic solutions is well represented by our motto "**Datalogic is the physical link between things and information related to things.**"

This means transforming physical data into digital data so that it can be used by the world of IT (Information Technology). Information available in an ERP application system enables the enterprise to use this data and capitalize on the power of real time information.

Our mission emphasizes the technologies we master:

- ✦ **Mark:** marking technology used by laser beam to "write" bar code, information, and images on various objects
- ✦ **Capture:** to capture all bar code symbologies 1D, 2D, Imaging and RFID by means of fixed and hand held bar code readers, laser and imaging technology as well as RFID systems (Radio Frequency Identification)
- ✦ **Compute:** to manage information via decoding systems that receive information directly from codes, ensuring its accuracy in its various applications and uses
- ✦ **Communicate:** to transmit the received information via cable or wireless to an information system.

Acquisitions

- ✦ **Escort Memory Systems** (1988) – (CA, U.S.A.) – RFID



- ✦ **IDWare** (1997) – (TV, Italy) - mobile computers



- ✦ **Minec AB** (2002) – (Sweden) - mobile computers



- ✦ **Laservall** (2004) – (AO, Italy) – laser marking systems



- ✦ **Informatics** (2005) – (TX, U.S.A.) – online sale of Auto ID products



- ✦ **PSC** (2005) – (OR, U.S.A.) - fixed scanners for retail market, hand held readers, mobile computers



- ✦ **Datasensor** (October 3rd, 2008) - (BO, Italy) - photoelectric devices for detection, safety, measurement and inspection.



- ✦ **Evolution Robotics Retail** (July, 1st 2010) – (California,U.S.A.) - Vision Systems.



Our Leadership

Datalogic leads the international market with superior technological breakthroughs including:

- ✦ 1974 first fixed scanner for retail in the world
- ✦ 1978 first industrial bar code reader in Europe
- ✦ 1984 first all-Italian application in the aviation industry in Europe
- ✦ 1994 first Magellan® Bi-optic scanner
- ✦ 1997 first industrial high speed bar code reader designed for sorting applications in the Material Handling sector with electronic auto-focus and no moving parts (DS8100)
- ✦ 1999 first RFID application in Postal Services in the world
- ✦ 2000 first permanent RFID tag insertion into a pallet
- ✦ 2001 the first RFID incorporated tag in a steel bolt: this patent strengthened the company's leadership in the automotive sector
- ✦ 2002 first omni-directional scanner/scale with SurroundScan® 3D Scanning™ technology (Magellan® 8500)
- ✦ 2003 first mobile terminal integrating RFID technology
- ✦ 2004 the first self-scanning solution (ShopEvolution) in the world with a colour terminal (I7250 Shopper Assistant).

Organization

Datalogic is an industrial group that focuses on two specific markets: Automatic Data Capture (ADC) and Industrial Automation. The Group is split-up into three individually managed companies: Datalogic Mobile and Datalogic Scanning, which specialize in offering products and solutions for the ADC market, and Datalogic Automation, which specializes in supplying products and solutions to the Industrial Automation market.

Datalogic Scanning – headquartered in the US; it includes two Business Units:

- ✦ High-Performance Retail POS Scanners
- ✦ Hand Held Scanners

Datalogic Mobile – headquartered in Bologna, Italy; it includes two Business Units:

- ✦ Mobile Computers

Datalogic Automation – headquartered in Bologna, Italy; it includes five Product Groups:

- ✦ Identification (Bar Code and RFID)
- ✦ Sensors
- ✦ Safety & Measurement
- ✦ Vision
- ✦ Laser Marking & Processing.

In July 2009 the organizational structure of Datalogic Automation was simplified and rationalized, which incorporated all the companies of the compartment, giving rise to just one single business that operates on the market of automatic identification (fixed position scanners and RFID systems), detection (sensors) and of marking (laser marking systems) for the industrial automation sector.

The three divisions are supported by the **Business Development** unit (which includes the American companies Informatics, Texas; Evolution Robotics Retail, California and the Self Shopping Solutions Business Unit, Italy). It deals with the development of new business platforms and the evaluation of opportunities of external growth. The Business Development Unit is also an incubator fostering the growth of new businesses within the Group.

Datalogic S.p.A., with headquarters in Bologna, is responsible for definition of the Group's strategy, values and policies. It guarantees coordination and control of the Group and all its companies.

Financial Data

★ 2010 revenue:	393 million Euro
★ 2001-2010 CAGR:	15%
★ Revenue by geographic area:	
Italy	11%
Europe	40%
North America	29%
Asia Pacific	12%
Rest of the world	8%
★ R&D expenditure in 2009:	26 million Euro, 7% of 2010 revenue

Market and Clients

Datalogic solutions have been adopted by some of the most prestigious companies in the world, including the following market sectors.

In the **retail world**, Datalogic products are used by Carrefour, Metro, Tesco, Target, Wal-Mart, Géant Casino, Coop, Esselunga, leading **banking and insurance groups**, and **pharmaceutical chains** such as Celesio AG and Alliance Pharmacy.

In the **manufacturing industry**, Datalogic solutions are used by leading multinational companies such as Toyota, BMW, Coca Cola, Dell and Bosch.

In the **Transportation & Logistics** market, **courier** services such as UPS, DHL, TNT, Geopost Group, GLS and **postal services** such as USPS, Royal Mail, Deutsche Post, Canada Post, and China Post make use of Datalogic products in their sorting centres. Datalogic solutions are also used in the largest **airports** in the world, such as those of Chicago, Kuala Lumpur, London, Paris and Tokyo.

Partnerships

Commercial Partnerships

Datalogic has a sales and service network boasting more than 1,000 partners in over 100 countries. Moreover, it has reached partnership agreements with world leaders in system integration and plant engineering, from IBM, Accenture, Wincor Nixdorf to Mettler Toledo, Siemens, Dematic, Lockheed Martin, Vanderlande, Toyo Kanetsu and other leading multinational companies.

Technology Partnerships

Datalogic maintains partnerships with important technological leaders for activities in research and development of new products and solutions, such as SAP, Cisco, Intel, MCL Technologies, Microsoft, Motorola, Oracle, Wavelink Corporation, Summit Data Communications, Inc.

Market Positioning ⁽¹⁾

Datalogic Scanning	
High Performance Retail POS Scanners (fixed readers for the retail market)	#1 Worldwide
Hand Held Scanners (hand held readers)	#1 in EMEA #3 Worldwide
Datalogic Automation	
Industrial Stationary Scanners (fixed readers for the industrial market)	#2 in EMEA #3 Worldwide
Datalogic Mobile	
Mobile Computers	#4 in EMEA #4 Worldwide

⁽¹⁾ Source VDC Research Group 2009

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