

Datalogic unveils solutions to every traceability application at Gitex 2023

Datalogic presents innovative solutions for consumer engagement and supply chain at GITEX the leading tech show in the MENA region.

Dubai – October 2023 – Datalogic, a global leader in automatic data capture and factory automation markets, present its extensive range of products and solutions at the Gulf Information Technology Exhibition (GITEX) 2023 on stand E55 in hall 3.

At Gitex 2023, Datalogic will present its state-of-the-art portfolio of real-time solutions to automatically manage processes from warehouse to store level: POS scanning solutions for both grocery and non-grocery in retail; PDAs for shelf management, assisted sales and self-shopping; rugged mobile computers for picking, shipping and tracking; and stationary industrial scanners for order fulfillment in distribution centers.

With so many buzzwords floating around, such as online shopping, self-checkout, self-shopping, click and collect, etc., it can sometimes seem difficult to identify the correct needs and solutions.

That is why we are here to help you with a comprehensive range, giving you the flexibility to choose products that meet your unique needs. Our [fixed retail scanners](#), [handheld scanners](#), [mobile computers](#), and [stationary industrial scanners](#) accompany you and your users throughout your supply chain. With the broadest range on the market, we enable you to meet all your needs from a single source.

Datalogic will also showcase the newly added industrial handheld scanner: the **PowerScan™ 9600** Series. These products are designed for demanding applications in manufacturing, logistics, and retail, including home improvement stores. The 9600 series is also available in a full suite of Auto Range (AR) products to provide the best solution for different necessities. The new PowerScan 9600 is offered with wireless charging technology and modular connectivity.

Visitors will also be able to try out the XLR enabled **Skorpio™ X5**, which reads barcodes up to 20 meters away. They will also be able to experience the well-known Memor™ family of PDA devices, showing the newly launched **Memor 11**, the PDA that introduced contactless charging to industrial mobile computers.

Tomorrow's store is being shaped by new behaviors, needs and demand from shoppers. From supermarkets to convenience stores, self-check-out systems are becoming a permanent fixture in the shopping environment. With Datalogic our **self-shopping** solutions come with the experience gained in more than 15 years of projects that is keep on going also thanks to the newly launched **Joya Touch**, a multi-purpose device that, in combination with applications developed by ISVs,

allows consumer facing applications such as Self-Shopping, Queue Busting and Gift Registry to be resident on the same device as operational applications such as Shelf Replenishment, Inventory Control, Mark Downs, Price Checks and more.

Visitors will also have the opportunity to discover the New Standard in Integrated Scanning solutions that combines ease of use, lightning-fast performance, and unmatched durability thanks to the **Gryphon 4500 Fixed Series**. The all-new GFS4500 is a highly versatile compact scan module, ideal for scanning barcodes in kiosks and as an OEM barcode reader by machine manufacturers seeking to deliver efficient self-service capabilities.

GITEX 2023 takes place on October 16 - 20, 2023 in the Dubai World Trade Centre (DWTC). Mark your calendar and make plans to visit Datalogic in Hall 3 Stand E55.

Datalogic Group

Global technology leader in the automatic data capture and factory automation markets since 1972, specialized in the designing and production of barcode readers, mobile computers, sensors for detection, measurement and safety, machine vision and laser marking systems.

Datalogic S.p.A. is listed in the Euronext STAR Milan segment of the Italian Stock Exchange since 2001 as DAL.MI. Visit www.datalogic.com.

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