

Newland AIDC EMEA to Showcase GS1 Sunrise-Ready Scanning and Mobility Solutions at GITEX GLOBAL 2025

October 6, 2025 – Dubai, UAE— Newland AIDC EMEA, one of the global leaders in barcode scanning and mobility solutions, is set to showcase its latest scanning technology, including next-generation GS1 Sunrise-ready technologies, at GITEX GLOBAL 2025. This tech event will take place from 13 to 17 October 2025 at the Dubai World Trade Centre. Newland AIDC EMEA will be exhibiting at Stand B55 in Hall 1 and invites visitors to come and experience its latest innovations in scanning solutions.

Newland AIDC EMEA's portfolio includes scanners of all kinds, including mobile computers, micro kiosks, handheld scanners, wearable technology, stationary and presentation scanners, and OEM scan engines, for any use case, from logistics to healthcare and retail.

The barcode landscape is changing thanks to the latest QR code developments by GS1. Newland AIDC EMEA's newest innovations are purpose-built to enhance traceability, optimize checkout processes, and elevate consumer engagement across industries during and well after the GS1 2D barcode transition. The solutions accurately decode the increasing complexity of modern barcodes, capturing critical data such as expiration dates, lot numbers, and serial identifiers with exceptional speed and accuracy, and allowing systems to automate all kinds of processes, such as automatic discounts at check-out.

“As the GS1 Sunrise deadline draws closer, organizations need to future-proof their operations,” said Roberto Schiavo, VP Sales Southern Europe & Africa. “Our portfolio of GS1 Sunrise Ready scanners and mobile computers delivers the performance, accuracy, and flexibility required to meet the evolving demands of retail, logistics, and healthcare.”

Visitors can also see the RVM Ring Scanner in action. The RVM Ring Scanner was developed to contribute an accessible reverse vending solution to the market and make reverse vending more accessible. It boasts ten scan engines for 360-degree scanning capabilities, diminishing blind spots, and is designed with integration in mind.

Furthermore, Newland AIDC EMEA will exhibit its Nwear by Newland range, a collection of wearable scanners for increased efficiency, and its embedded solutions portfolio, including OEM scan engines and stationary scanners for seamless integration.

Newland AIDC EMEA looks forward to welcoming new and returning visitors at GITEX GLOBAL, hall 1, stand H1-B55. Industry professionals are invited to experience live demos, consult with product experts, and discover how Newland AIDC EMEA's solutions can streamline operations, reduce costs, and improve customer satisfaction.

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For further information on Newland AIDC EMEA, please visit: www.newland-id.com

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Newland AIDC EMEA (Newland Europe BV), founded in 2009, sets out to make daily tasks easier, faster, and more intuitive. As a leading player in the AIDC industry, Newland AIDC EMEA makes scanning solutions available to businesses of all shapes and sizes.

Equipped with a truly comprehensive barcode scanning portfolio consisting of stationary, handheld, wearable, mobile computer, micro kiosk, IVD scanners, and OEM scan engines, the scanning solution manufacturer works together with partners, distributors, and resellers in the region to provide intuitive data capture technology in a complex business landscape. It's simplicity through efficiency.

See more information about Newland AIDC EMEA on their website <https://www.newland-id.com/>.