

Datalogic Group

STAR Conference 2011 – Milan
March 23rd, 2011

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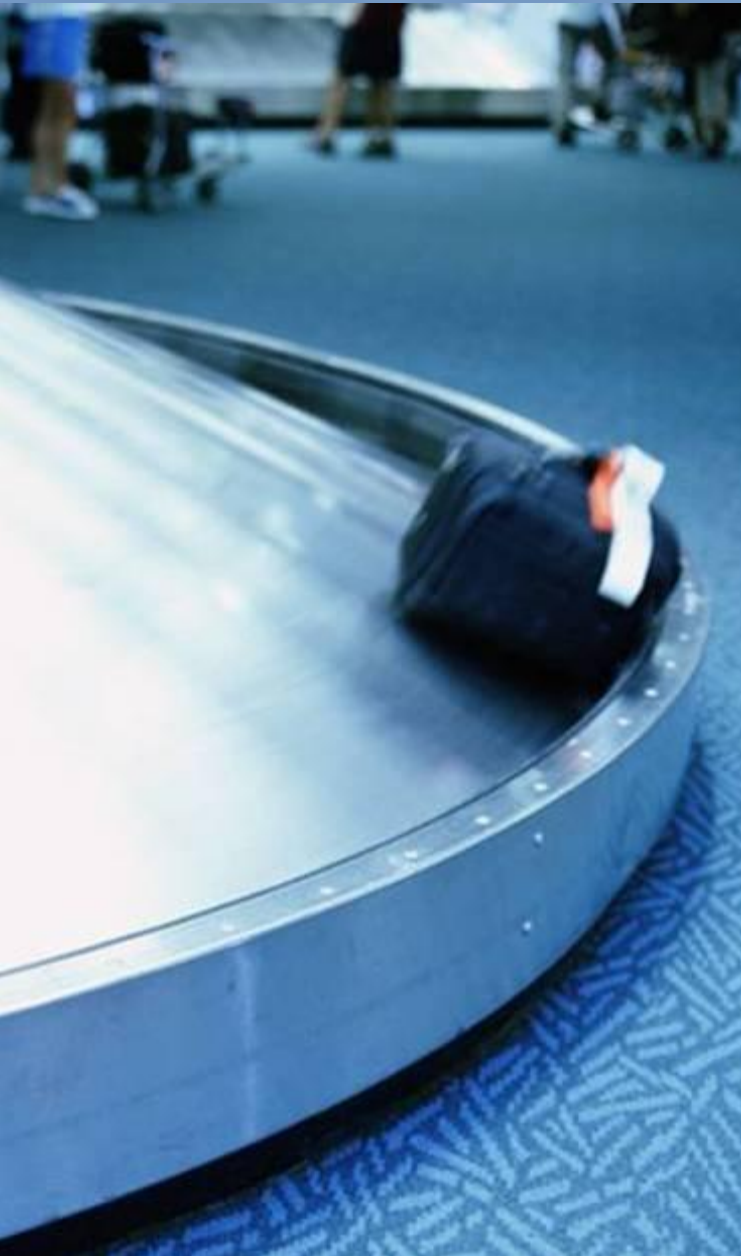
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✦ THE GROUP

✦ STRATEGIC GUIDELINES

✦ FINANCIAL DATA

✦ APPENDIX



✦ **Bringing the Future
into Daily Life**



Global applications, at any given moment

Paris, France 3.00 p.m.

over 53 million passengers and their
baggage are handled each year in the
Roissy Charles de Gaulle airport,

a challenge won for our identification
solutions



Global applications, at any given moment

Rome, Italy 10.00 a.m.

over 33 million passengers a year and
their baggage are handled by a baggage
tracking system at Fiumicino Airport,

a challenge won for our identification
solutions



Global applications, at any given moment

Toronto, Ontario, Canada 9.00 a.m.

over 10 billion letters and packages
are delivered annually to 31 million
Canadians by Canada Post,

excellent performance for our
scanners and camera systems



Global applications, at any given moment

9 major Cities in the U.S.A. 3.00 p.m.

over 360,000 trays per day are processed
by a state-of-the-art system at USPS
(United States Postal Service),

excellent performance for our 2D Imagers

Global applications, at any given moment

Isle of Man, 11.00 a.m.

several deliveries on behalf of several major third party parcel carriers are made by the Isle of Man post office every day,

our industrial PDAs allow all delivery information to be accessed in real time, streamlining the delivery process





Global applications, at any given moment

Milano, Italy 11.00 p.m.

no more baby swapping at the “Vittore Buzzi” Children’s Hospital that has chosen professional PDAs to read RFID wristbands and ensure that every mom gets her own baby,

a challenge won for our mobile computers



Global applications, at any given moment

Marina Bay, Singapore 6.00 p.m.

the 2010 Formula 1 Singapore Grand Prix, with its signature mix of lights, glamour, and non-stop action,

unique features of our mobile computers handle over 100,000 spectators during the event



Global applications, at any given moment

Dubai, United Arab Emirates 5.00 p.m.

hundreds of precious jewels are made
with the help of our technical solutions

by means of our laser technology, making
laser engravings, “sand-blasting” effects,
and colour markings



Global applications, at any given moment

Jijona, Alicante, Spain 3.00 p.m.

every 20 minutes 33 pallets are loaded
onto trucks in the shipping area
of a consumer goods corporation,

0% error margin, thanks to our RFID
tags



Global applications, at any given moment

Cuautitlan, Mexico 8.00 a.m.

400,000 trucks and cars are produced
each year in one of the largest facilities of
an American automotive corporation,

just-in-time production method is
supported by our RFID products



Global applications, at any given moment

Sacramento, California 12.00 a.m.

no more missing labels for 8 million food
items per day in one of the major food
companies, Campbell Soup,

a challenge won by our identification
solutions



Global applications, at any given moment

Älmhult, Sweden 3.00 p.m.

180,000 cubic meters is the storage volume of the world's largest warehouse of a famous Swedish furniture retailer,

this, and its furniture stores all over the world result in success for our industrial handheld readers, scanners and mobile computers



Global applications, at any given moment

Carteret, New Jersey, U.S.A. 9.00 a.m.

24 hours a day, 7 days a week in over 140 stores is the service offered by one of the leading supermarket retailers of the nation,

an efficient and effective front-end system with our POS bar code scanners



Global applications, at any given moment

Cincinnati, Ohio, U.S.A. 9.00 a.m.

over 2,400 stores in 32 States make up one of the United States' largest retail food companies,

our customized solution allows scanning and security tag deactivation in one motion



Global applications, at any given moment

Saint Tropez, France 12.00 a.m.

over 100 Casino Group stores use
the Shopevolution self-shopping
system

Shopevolution helps retailers
increase sales and decrease TCO



Global applications, at any given moment

Los Angeles, California 3.00 p.m.

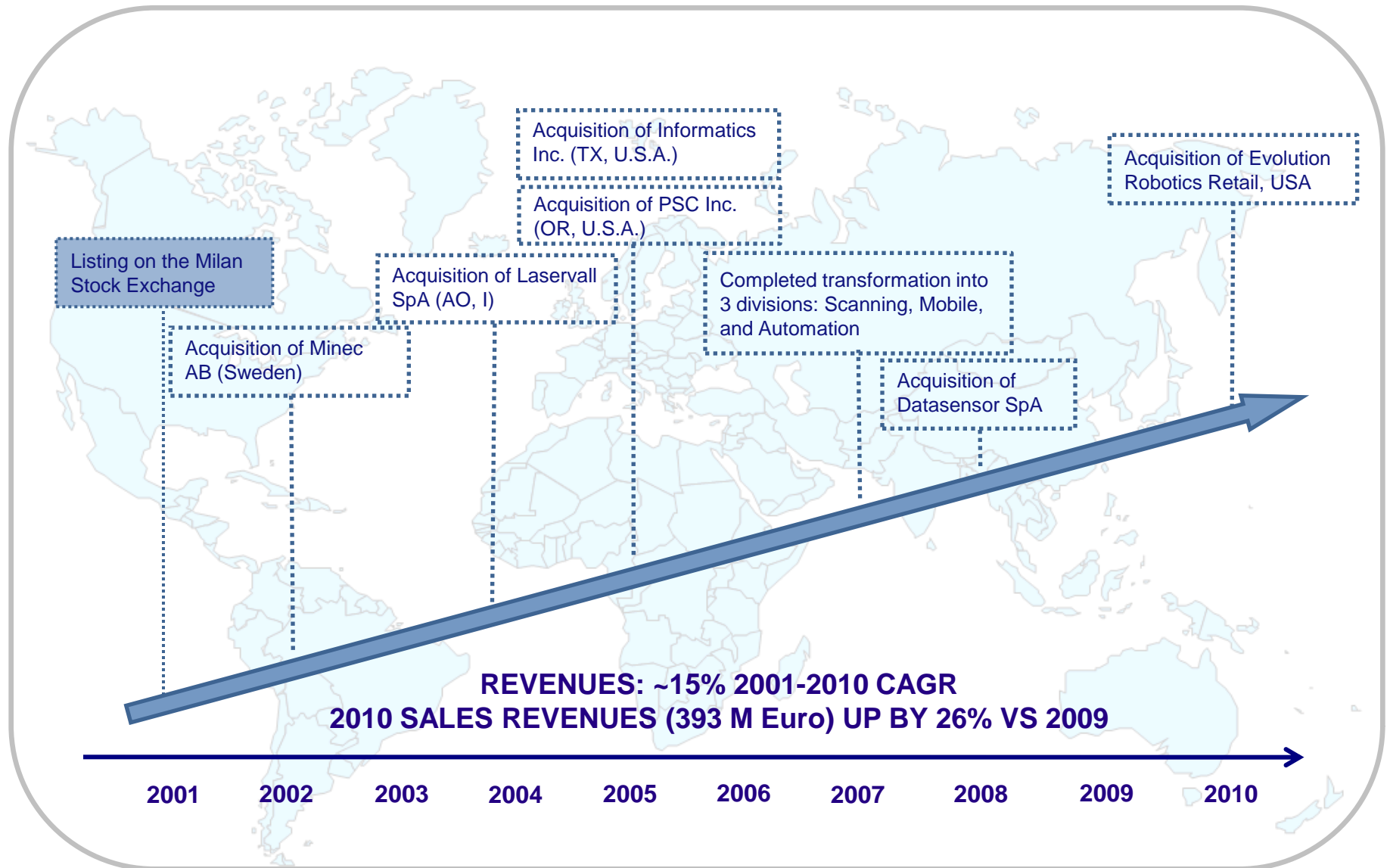
scanning packaged goods, without having to see the barcode, happens over a million times a day with deployment of the LaneHawk system in grocery stores,

reducing front end shrink and increasing store profits

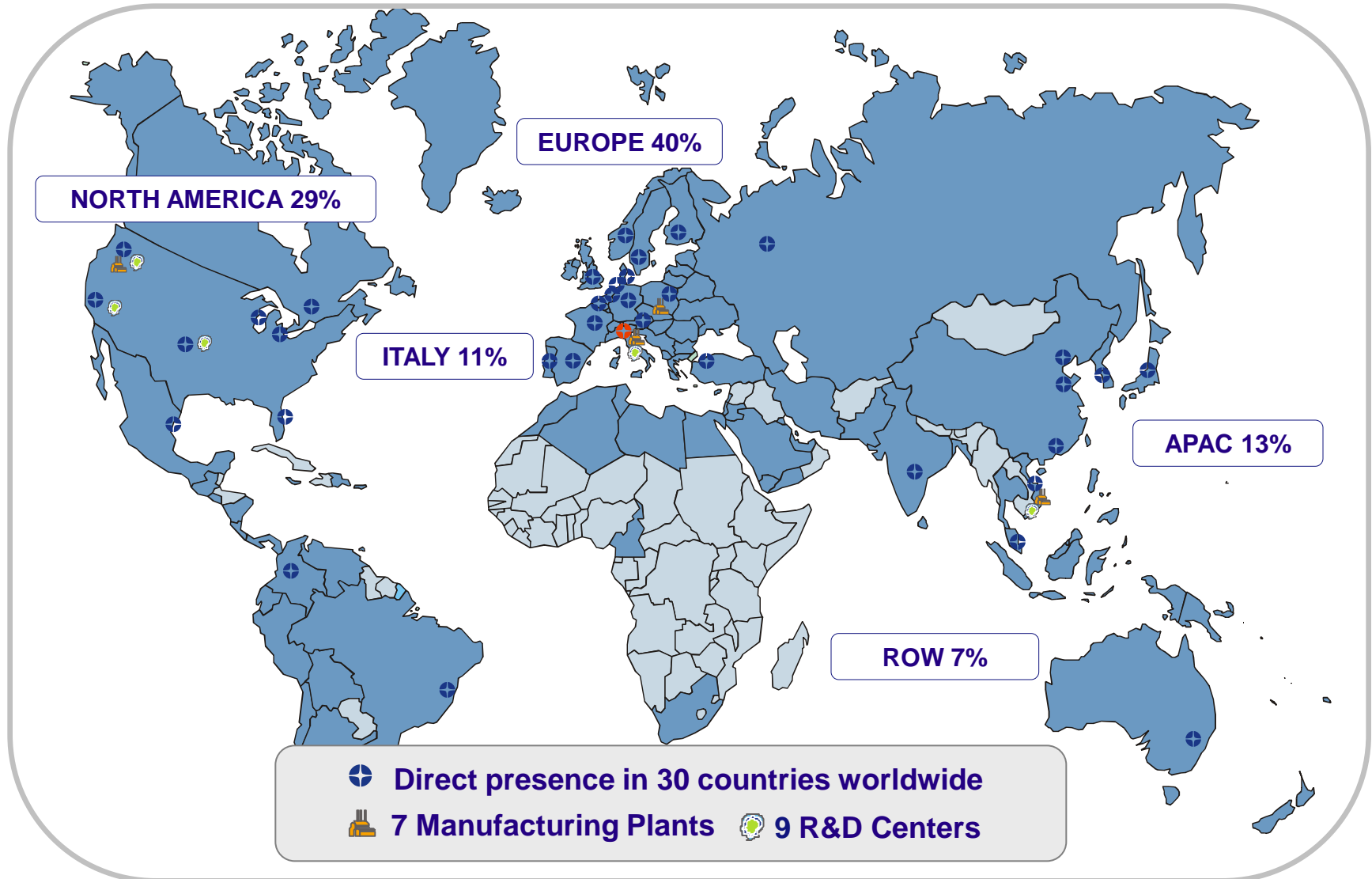
- ✦ Worldwide leader in the **Automatic Data Capture (ADC)** and **Industrial Automation (IA)** markets
- ✦ **Clear vision** and **strong commitment to create value**
- ✦ **Solid financial structure** and **strong cash generation** to sustain **future growth**
- ✦ **Innovation** and **Research** to beat the **uncertain market scenario**
- ✦ **Growth potential** in emerging markets
- ✦ **Experienced management team** with proven capability in company integration



- ✦ World-class producer of **bar code readers, data collection mobile computers, RFID and vision systems**
- ✦ Datalogic offers **innovative solutions** for a comprehensive range of applications in **the manufacturing, retail, transportation & logistics markets**
- ✦ **2010 Revenues at €393M** of which **68% in the ADC Market** and **23% in the Industrial Automation Market**
- ✦ Founded in **1972** in **Bologna, Italy**
- ✦ **Listed** on the STAR Segment of the Italian Stock Exchange **since 2001**
- ✦ Over **2,000 employees**
- ✦ Direct **presence in 30 countries** worldwide **selling to +100 countries**
- ✦ **+1,000 partners** worldwide



2010 REVENUES – TOTAL €393M - BREAKDOWN BY AREA





AUTOMATIC DATA CAPTURE (ADC) MARKET

Datalogic Scanning
HQ Eugene, OR, USA

B. Parnell - CEO



Datalogic Mobile
HQ Bologna, Italy

B. Parnell - CEO



Hand Held Scanners
BUSINESS UNIT

Retail POS Scanners
BUSINESS UNIT

Mobile Computers
BUSINESS UNIT

INDUSTRIAL AUTOMATION MARKET

Datalogic Automation
HQ Bologna, Italy

G. P. Fedrigo - CEO



Identification
PRODUCT GROUP

Sensors
PRODUCT GROUP

Safety & Measurement
PRODUCT GROUP

Vision
PRODUCT GROUP

Laser Marking & Processing
BUSINESS UNIT

BUSINESS DEVELOPMENT

Business Development
HQ Bologna, Italy

M. Sacchetto - CEO



SMB Barcode Solutions
Informatics, Inc. USA
BUSINESS UNIT

Vision Systems
Evolution Robotics Retail Inc. USA
BUSINESS UNIT

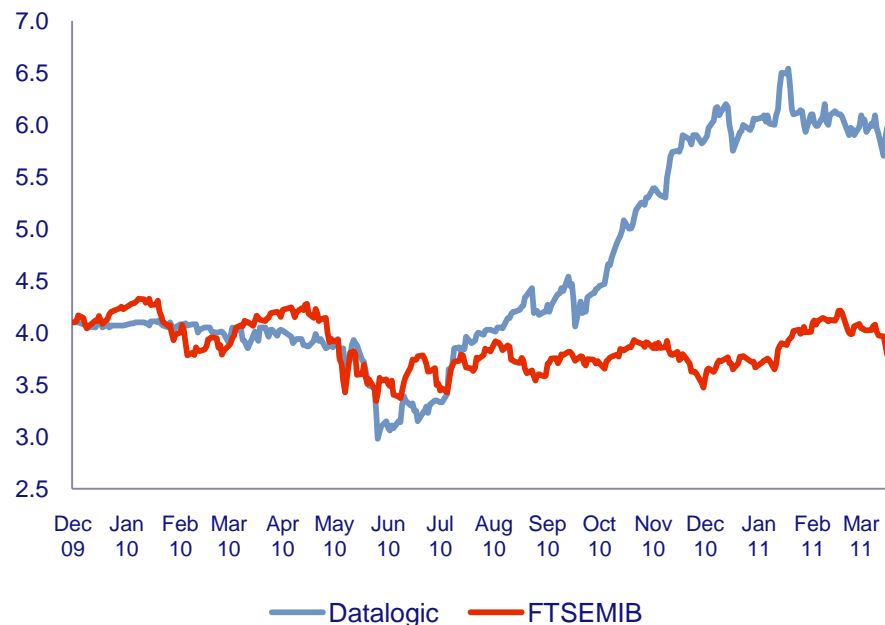
Self Shopping Solutions - EBS
BUSINESS UNIT

...to better serve Global Clients

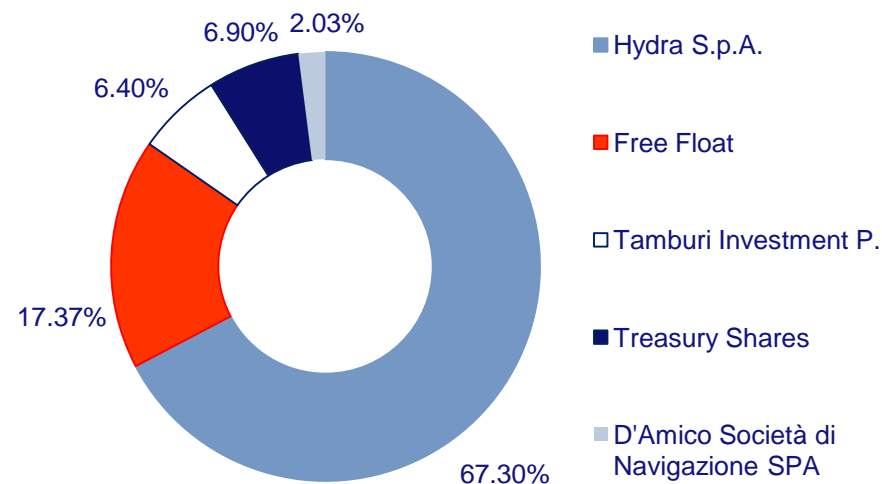
- ✦ More than 1,000 partners worldwide
- ✦ Longstanding relations with the biggest retailers, couriers and automotive manufacturers in the world
- ✦ Over 360 installations of Self Shopping in Europe
- ✦ Over 1,000 reading stations installed in more than 100 airports worldwide



DATALOGIC PRICE PERFORMANCE



SHAREHOLDERS' STRUCTURE



Market Segment: STAR MTA

Ticker: DAL

Reuters Code: DAL.MI

Bloomberg Code: DAL IM

Number of Shares Outstanding: 58,446,491

Share Par-Value: € 0.52 each

Price (March 18th ,2011): € 5.85

Market Cap (March 18th,2011): € 342 mln

Specialist: Intermonte SIM

Auditing Company: Ernst & Young



✦ THE GROUP

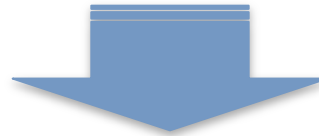
✦ STRATEGIC GUIDELINES

✦ FINANCIAL DATA

✦ APPENDIX

GLOBAL TRENDS

- ✦ Technology shifts: analogue to digital; wireless technology
- ✦ Globalization of the world economy
- ✦ Increased focus on gaining efficiencies and cost reduction in supply chains
- ✦ Greater safety and security concerns



VALUE TO THE CUSTOMER

- ✦ Better information, faster
- ✦ Improved real time decision making
- ✦ Operate more efficiently reducing operating expenses
- ✦ Increase safety, security and compliance
- ✦ Measurable, sustainable ROI



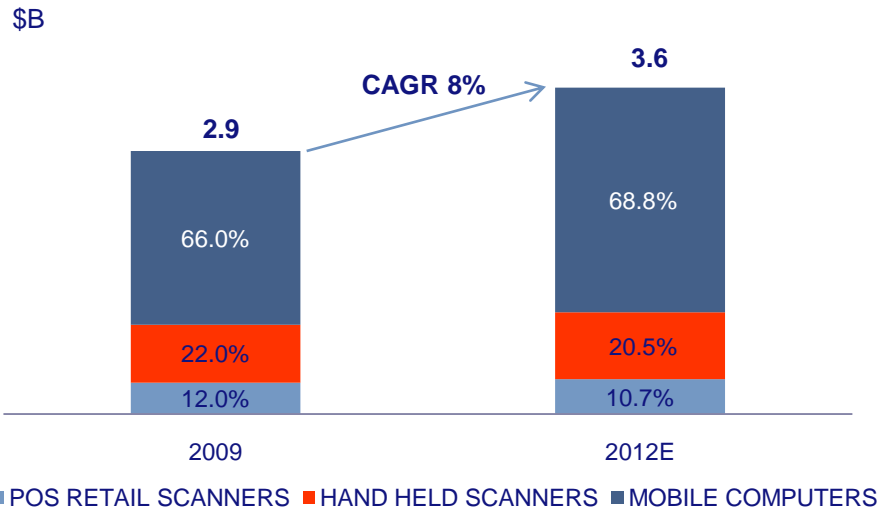
+8% average market growth* - 2010 through 2012

*Company's estimates based on  VDC 2010 (base year 2009) and other available data

ADC AVAILABLE MARKET

✦ Factors driving demand:

- ✦ shift to field mobility deployments
- ✦ need to increase efficiency and overcome scanning errors at the point of sale
- ✦ growing list of emerging applications in the government, healthcare and retail sectors
- ✦ increased adoption of core retail automation technologies in emerging country markets
- ✦ enterprises require more data than ever to effectively manage their supply chains

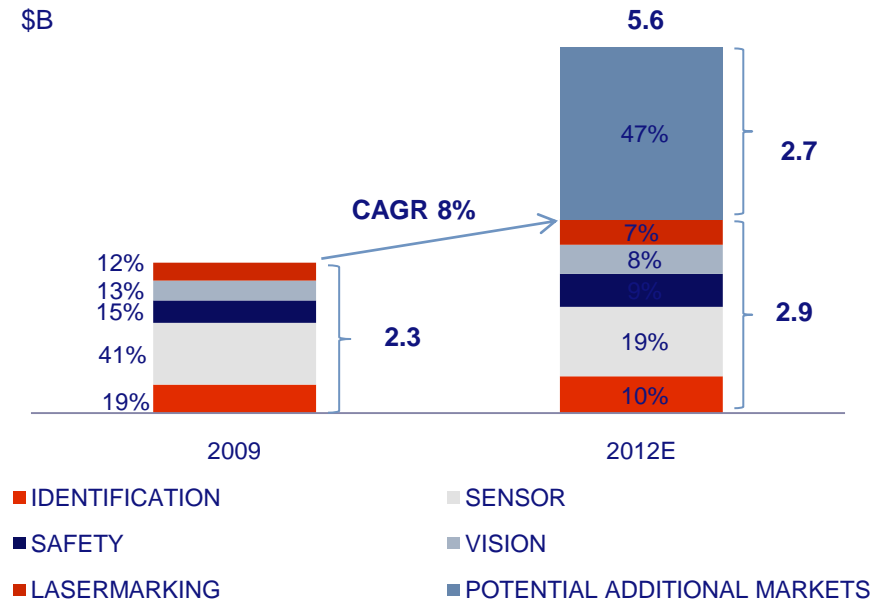


INDUSTRIAL AUTOMATION ADDRESSABLE MARKET

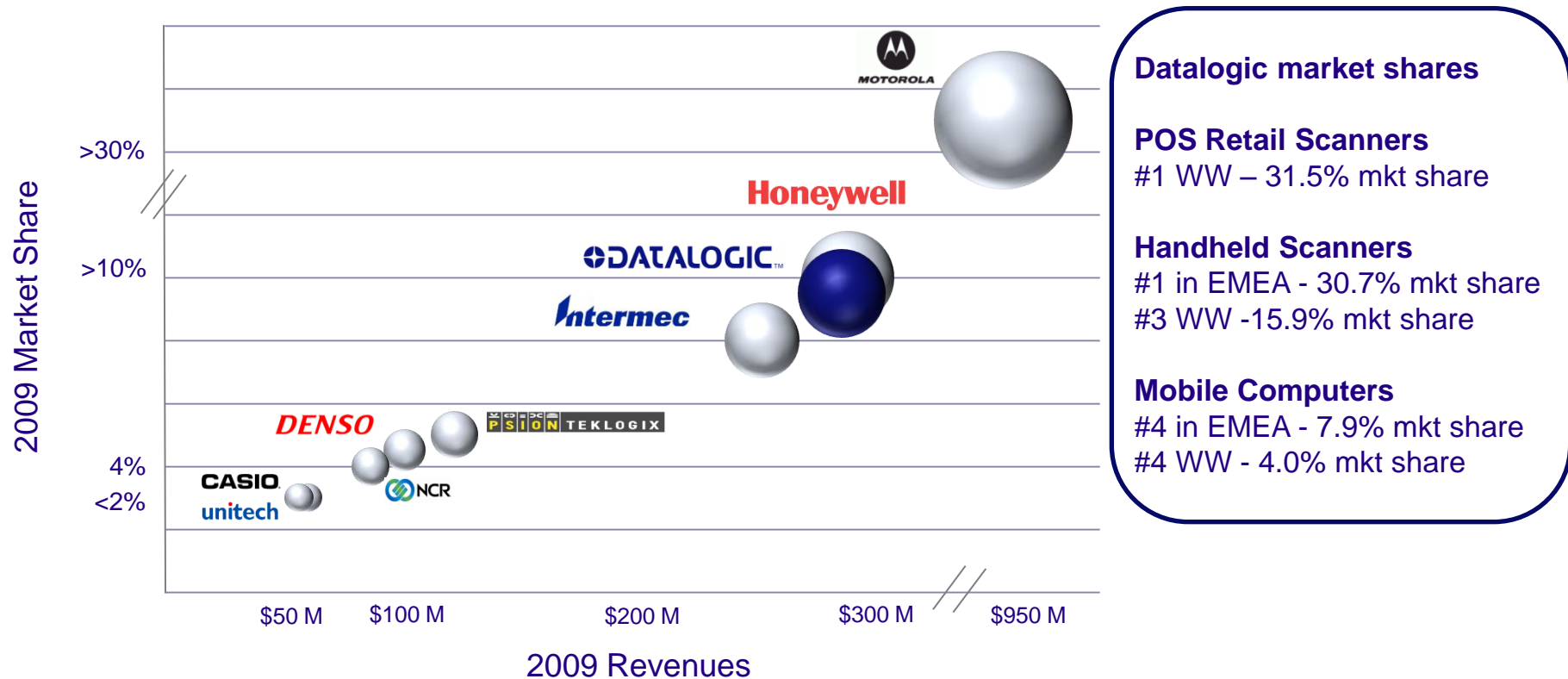
✦ Very fragmented industry with **potential additional markets worth \$2.7B**

✦ Factors driving demand:

- ✦ increasing demand for traceability of processes and goods
- ✦ supply chain streamlining
- ✦ new regulations (e.g. traceability, safety and security)
- ✦ increased adoption of technological solutions in emerging markets

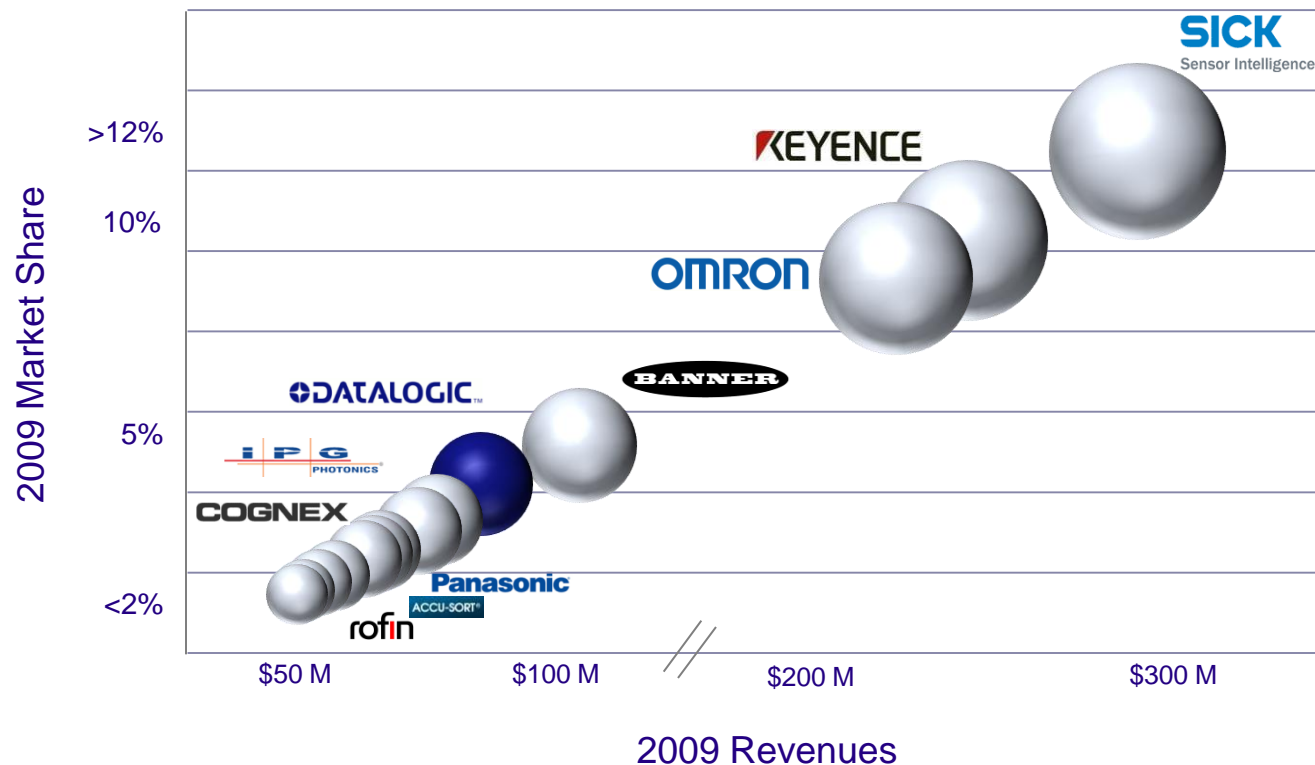


2009 ADC Available Market: 9.8% Market Share



2009 ADC Available Market including POS Retail Scanners, Hand Held Scanners and Mobile Computers (Hand Held and PDA) segments

2009 IA (Industrial Automation) Available Market: 3.7% Market Share



Datalogic market shares^(*)

Industrial Stationary Scanners

#2 in EMEA - 29% mkt share

#3 WW - 14.6% mkt share

2009 IA Available Market including Barcode Scanners, Imagers, RFID Industrial Readers and Tags, Photoelectric Sensors, Safety Light Curtains, Smart Cameras/Vision Sensors and Low Power Lasermarking segments

Source ^(*) VDC 2010 - Market Researches and Datalogic Automation Management's Best Estimate

STRATEGIC POSITIONING

- ✦ Focus on two major markets:
 - ✦ **Automatic Data Capture (ADC)**
 - ✦ **Industrial Automation (IA)**
- ✦ External growth through M&A activities, mainly in the Industrial Automation market

INTERNATIONAL EXPANSION

- ✦ **Expand emerging market (BRIC)** presence through strategic alliances and foreign investments
- ✦ Increase penetration in large mature markets **in North America and Western Europe** addressing High-End products/solutions and higher technology businesses

INNOVATION

- ✦ **Invest 7-8% in R&D** to launch new products and platforms
- ✦ Become a value-added solutions provider developing software for intelligent products
- ✦ Focus on **Vision and Imaging technologies**
- ✦ 25% of sales from new products (*)

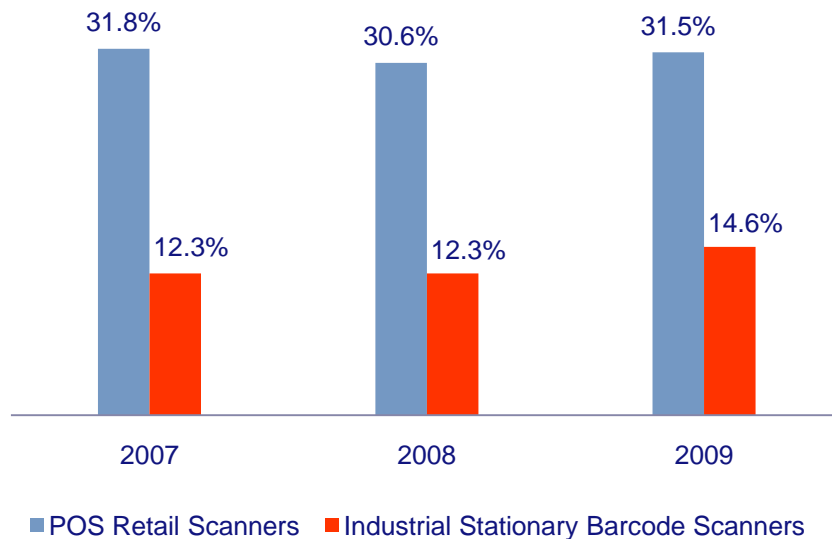
EFFICIENCY AND PRODUCTIVITY

- ✦ World class performance through the global adoption of **best in class Supply Chain Management**
- ✦ Improve operational efficiency and leverage industrial global footprint
- ✦ **Activate scale economies**

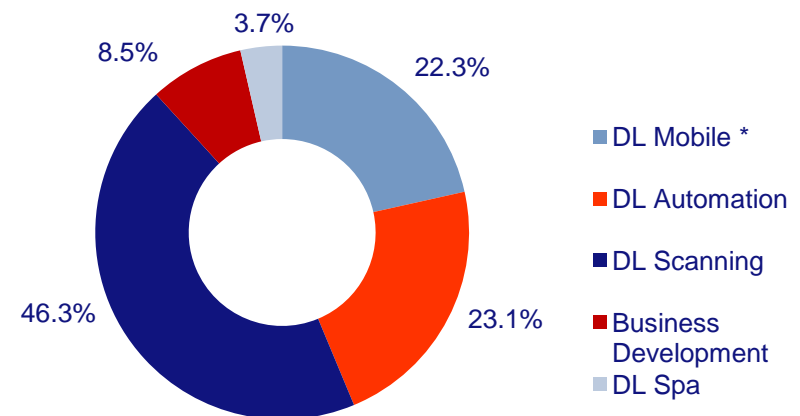
(*) Sales derived from new products released during the past 2 calendar years divided by total sales

- ✦ **Focus on Automatic Data Capture (ADC) and Industrial Automation (IA) markets**
- ✦ **Group reorganization by market** from January 2011– ADC, IA and Business Development - **to meet customers' needs more effectively and promptly**
 - ✦ **ADC:** - Optimize **distribution coverage** through **Datalogic Scanning** and **Datalogic Mobile** joined efforts
 - Exploit all the opportunities in **the retail market**
 - Focus on verticals
 - ✦ **IA:** Address a huge market worth approx. \$6B in 2012, focusing on **Vision and Safety**
 - ✦ Offering solutions to push clients to make new investments: **from OPEX to CAPEX**
- ✦ **Gained market shares, consolidating leadership in reference markets**

WORLDWIDE MARKET SHARE



REVENUES BY DIVISION ()**

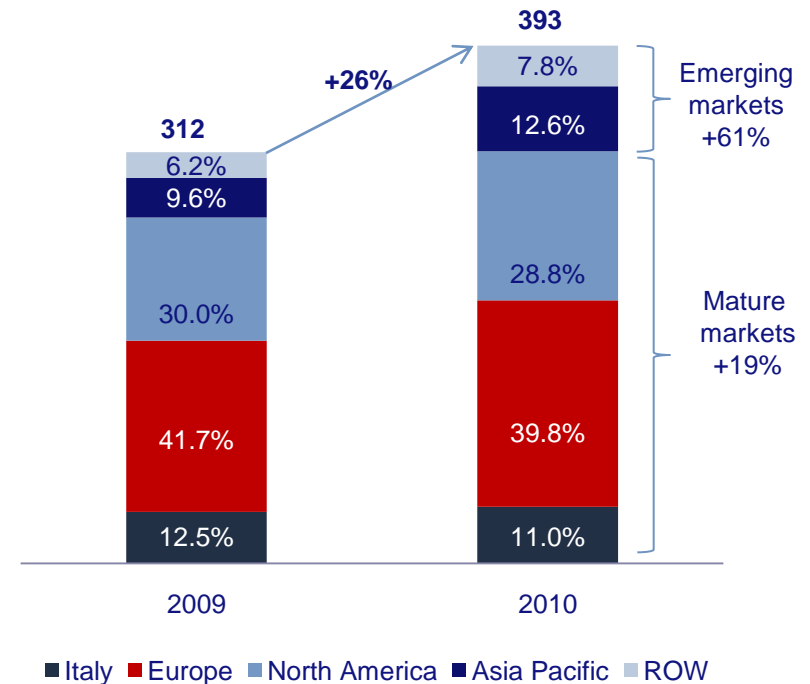


(*) Datalogic Mobile includes Enterprise Business Solutions BU

(**) % figures calculated on total net of adjustment

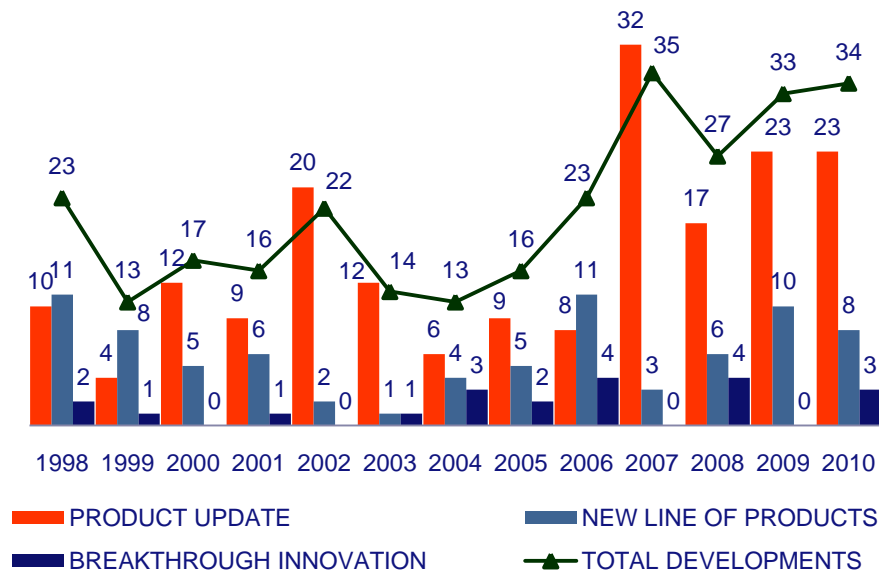
- ✦ In 2010 strong revenues growth in **Asia Pacific**, + **63.5%** and **Rest of the World**, +**58.7%**
- ✦ Boost revenues in emerging markets: **BRIC** through new **JVs** and **organic growth**
- ✦ Drive above market revenue growth in faster growing markets reinforcing **local distribution** and **local manufacturing capacity** (ie. **Vietnam Plant**)
- ✦ Expand sales and distribution in **large strategic markets** (**North America** and **Western Europe**)

REVENUES GROWTH BY COUNTRY

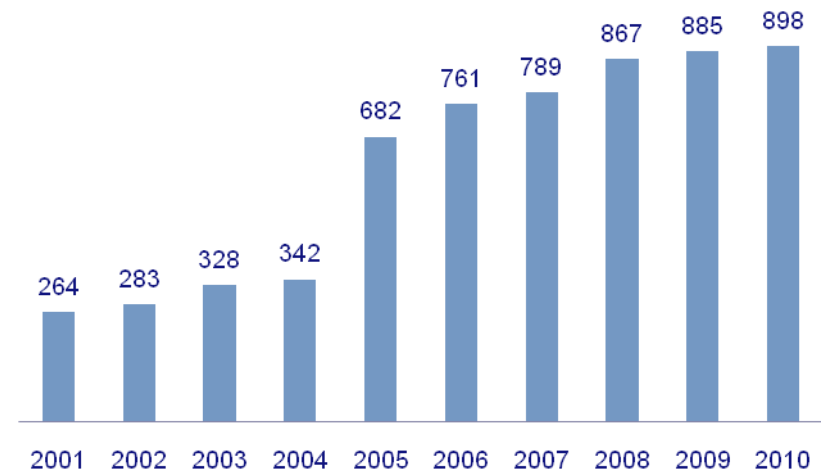


- ✦ Research & Development investments at > €26 million in 2010 or 7% on sales
 - ✦ +34 new products in 2010
 - ✦ A large and growing portfolio of 898 patents: +65 patents in 2010
 - ✦ 9 Research & Development Centers
- ✦ Leverage **Evolution Robotics Retail** innovative technological capability in the field of **visual pattern recognition** to provide new solutions in **retail** and in the **industrial focused businesses**
- ✦ Offering **innovative solutions** for a comprehensive range of applications in the **manufacturing, retail, transportation & logistics markets combining products, software and services**

PRODUCT INNOVATION

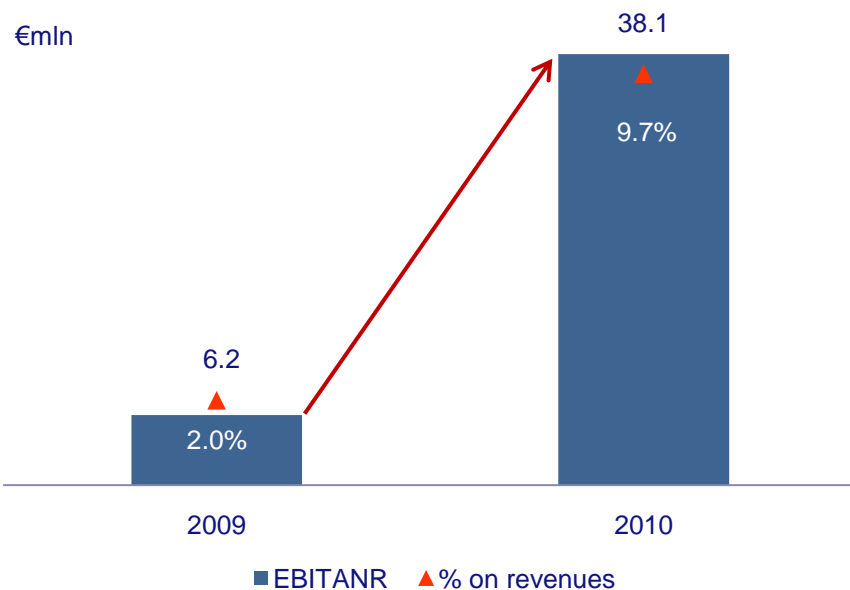


PATENTS PORTFOLIO

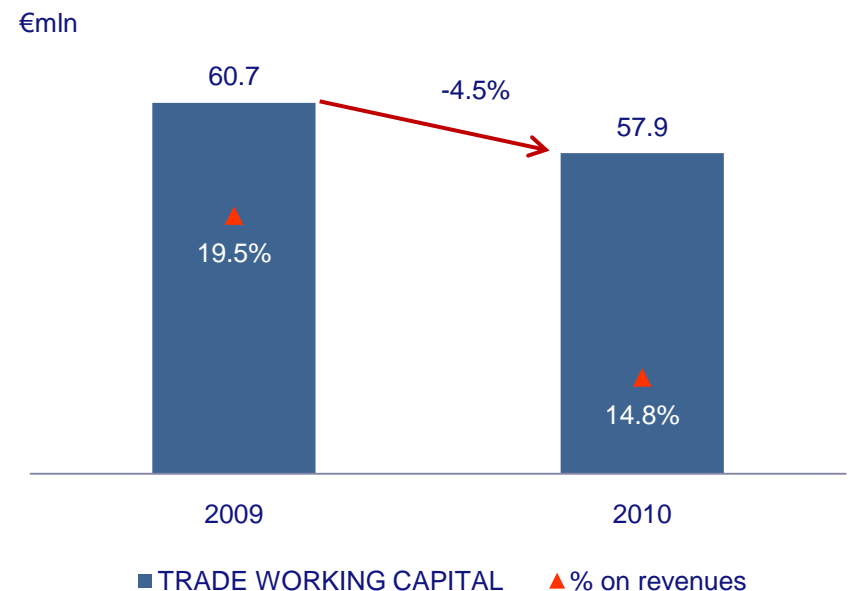


- ✦ Significant **reduction of fixed cost structure**, thus creating the basis for future growth
- ✦ **Continuous improvement in the trade working capital** as result of rationalization of SKU's and inventory processes reengineering
- ✦ Adopt **best in class supply chain management** to gain efficiency and leverage the industrial global footprint
- ✦ Fully leverage **Vietnam factory capability** and **Asia supply chain**

STRONG GROWTH OF EBITANR *

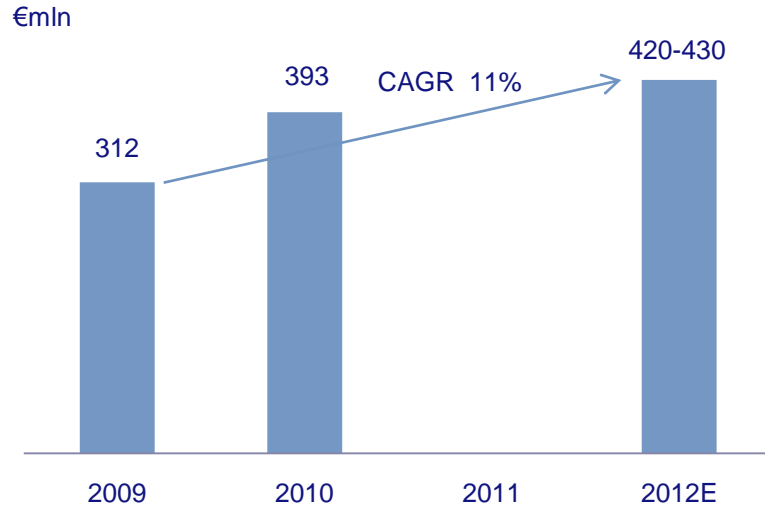


IMPROVEMENT OF TWC

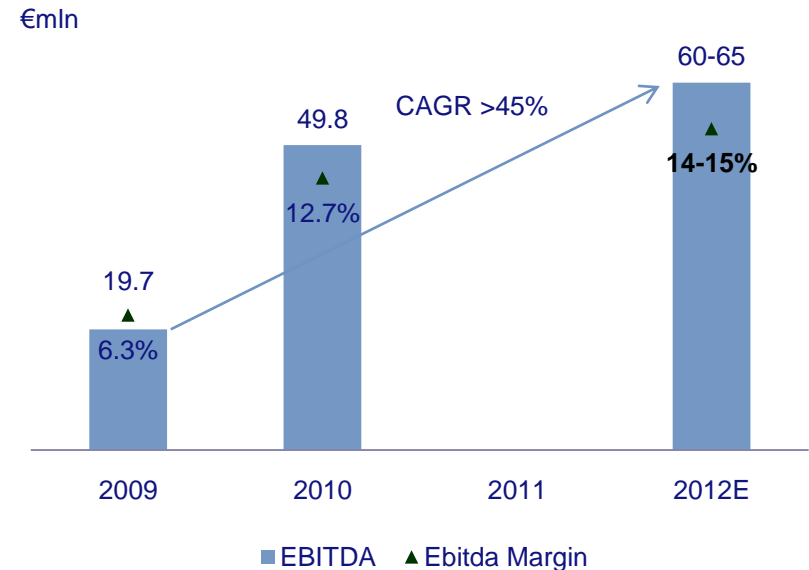


(*) Ordinary Operating Profit before non recurring costs/revenues and amortization of intangible assets from acquisition (EBITANR)

REVENUES GROWTH

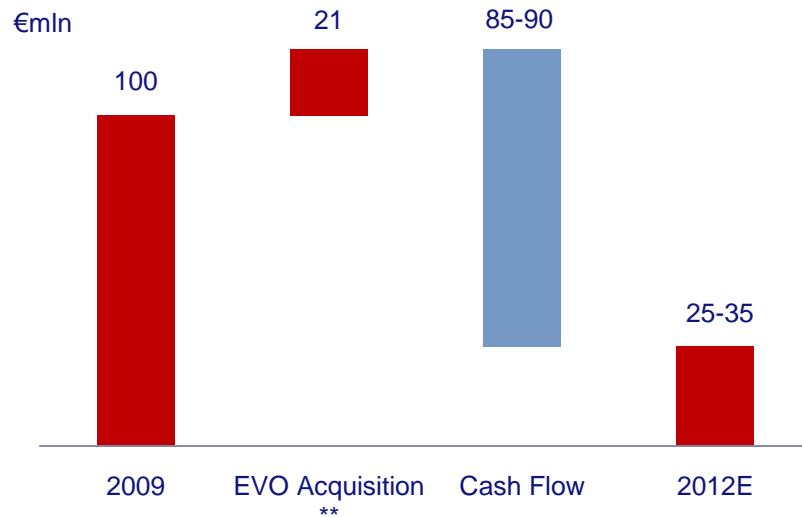


EBITDA GROWTH

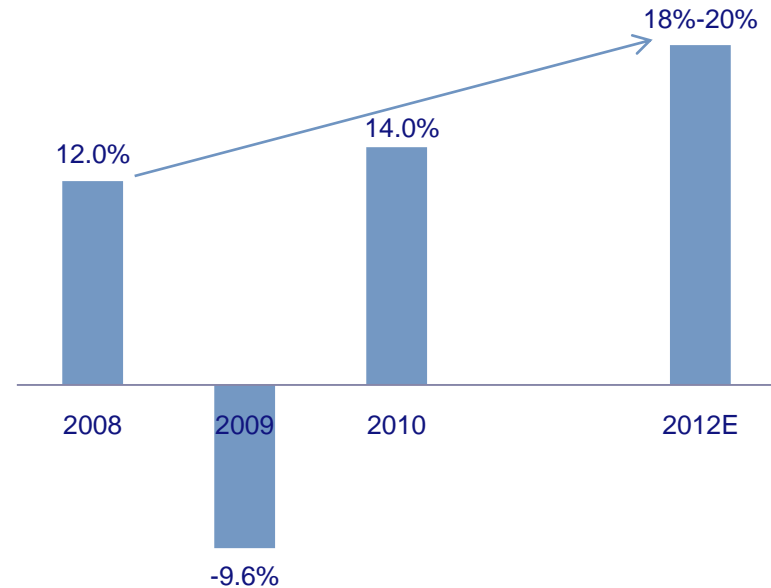


- ✦ 2012 organic revenues target in the range of 420-430 million Euro, 2009-2012 CAGR at 11%
- ✦ Potential upside from external growth
- ✦ 2012 EBITDA target in the range of 60-65 million Euro, CAGR >45%
- ✦ R&D investments between 7%-8% of revenues per year

NFP* EVOLUTION



ROE GROWTH



- ✦ Strong cash generation and expected debt reduction
- ✦ 2010 NFP improved to - €76.5 million after €21 million for EVO acquisition
- ✦ Investment in capex stable at around 2.5% of revenues per year
- ✦ ROE target around 20%

*NFP gross of expected dividends

** Acquisition of Evolution Robotics Retail in July 2010



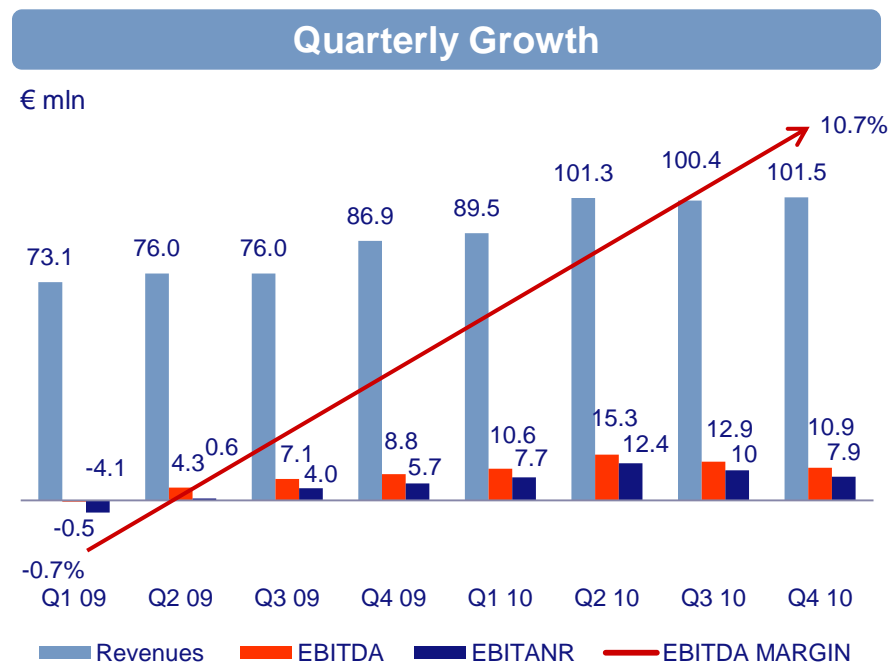
- ✦ THE GROUP
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- ✦ APPENDIX

- ✦ **Sales revenues grew by 26% to € 392.7 million** vs. € 311.9 million in 2009
- ✦ **EBITDA rose to € 49.8 million (+153%)** vs. € 19.6 million in 2009, with an **EBITDA margin at 12.7%**
- ✦ **Jump of net profit to € 18 million** from a net loss of € 12 million in 2009
- ✦ **The net financial position improved to € -76.5 million** vs. € -100.5 million at 31 December 2009
- ✦ **Strong cash generation equal to € 24 million**
- ✦ **R&D investments amounted to € 26.3 million** (6.7% on revenues)
- ✦ **Proposed € 0.15 dividend per share**, payout of 49%

- ✦ Revenues growth continues at a strong pace, +17% YoY, thanks to marketing and commercial efforts
- ✦ Costs in Q4 higher than the previous quarters due to the extraordinary devaluation of inventories and the usual raise of the opex related to the closing of ordinary activities for the end of the year
- ✦ R&D expenses increased by 27% to €7.3 mln (7.2% on revenues)
- ✦ EBITDA increased by 24.9% despite higher costs
- ✦ Jump of net profit to €3.5 mln from €1.8 mln in the quarter
- ✦ Strong cash generation in the quarter thanks to a reduction in trade working capital

€000	4Q2009	4Q2010	Var %
Revenues	86,845	101,513	16.9%
Gross Operating Margin (GOM)	36,752	45,561	24.0%
Ord. Operating Profit (EBITANR*)	5,641	7,943	40.8%
Operating Profit (EBIT)	4,799	7,396	54.1%
EBT	2,864	6,078	112.2%
Net Income	1,783	3,543	98.7%
EBITDA	8,754	10,932	24.9%

*Ebitanr: earnings before interest, taxes, acquisition and non recurring

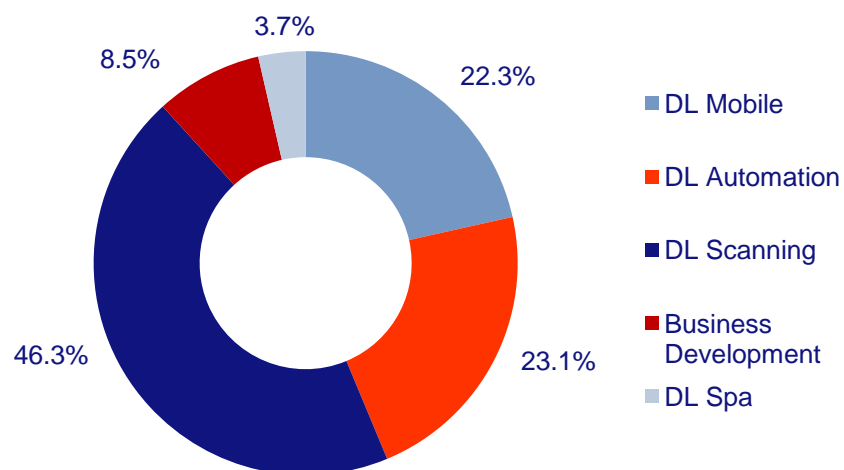


000€	2009	%	2010	%	Var %
Revenues	311,971	100.0%	392,742	100.0%	25.9%
COGS	(181,602)	-58.2%	(213,546)	-54.4%	
Gross Operating Margin	130,369	41.8%	179,196	45.6%	37.5%
Other revenues	2,210	0.7%	2,142	0.5%	
R&D	(24,885)	-8.0%	(26,304)	-6.7%	
Distribution Costs	(68,101)	-21.8%	(77,197)	-19.7%	
Administrative expenses	(29,602)	-9.5%	(37,710)	-9.6%	
Other operating expenses	(3,768)	-1.2%	(2,006)	-0.5%	
Total operating expenses and others	(126,356)	-40.5%	(143,217)	-36.5%	
Ordinary Operating Profit (EBITANR) (*)	6,223	2.0%	38,121	9.7%	512.6%
Non recurring costs/rev	(7,776)	-2.5%	827	0.2%	
Amort. Intang. Assets from acquis.	(4,022)	-1.3%	(4,266)	-1.1%	
Operating Profit (EBIT)	(5,575)	-1.8%	34,682	8.8%	n.a.
Financial (costs)/rev.	(6,380)	-2.0%	(6,733)	-1.7%	
Results from equity investments	(173)	-0.1%	403	0.1%	
Foreing exchange (costs)/rev.	(709)	-0.2%	(170)	0.0%	
EBT	(12,837)	-4.1%	28,182	7.2%	n.a.
Taxes	673	0.2%	(10,154)	-2.6%	
Net Income	(12,164)	-3.9%	18,028	4.6%	n.a.
Depreciation	(8,643)	-2.8%	(7,998)	-2.0%	
Amortization	(4,768)	-1.5%	(3,640)	-0.9%	
EBITDA	19,634	6.3%	49,759	12.7%	153.4%
<i>Exchange rate</i>	<i>1.3948</i>		<i>1.3257</i>		

(*) Ordinary Operating Profit before non recurring costs/revenues and amortization of intangible assets from acquisition (EBITANR)

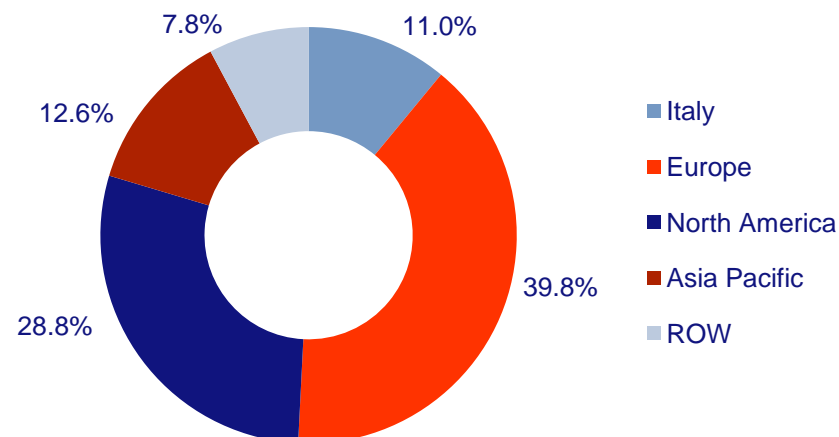
REVENUES BY DIVISION

€000	2009	2010	Var %
Datalogic Mobile (*)	68,127	87,751	28.8%
Datalogic Automation	66,958	90,674	35.4%
Datalogic Scanning	146,982	181,659	23.6%
Business Development	30,552	33,366	9.2%
Datalogic S.p.a.	12,250	14,677	19.8%
Adjustments	(12,898)	(15,385)	19.3%
Total revenues	311,971	392,742	25.9%



REVENUES BY AREA

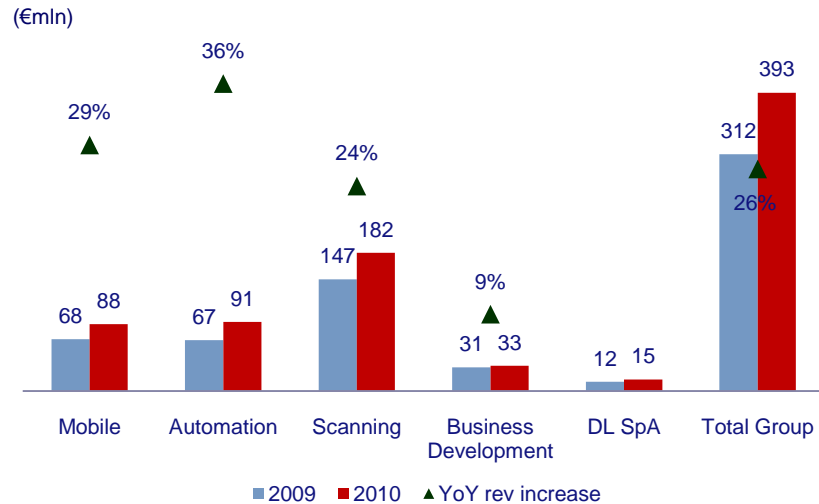
€000	2009	2010	Var %
Italy	39,039	43,106	10.4%
Europe	129,927	156,415	20.4%
North America	93,490	113,187	21.1%
Asia Pacific	30,204	49,384	63.5%
ROW	19,311	30,650	58.7%
Total revenues	311,971	392,742	25.9%



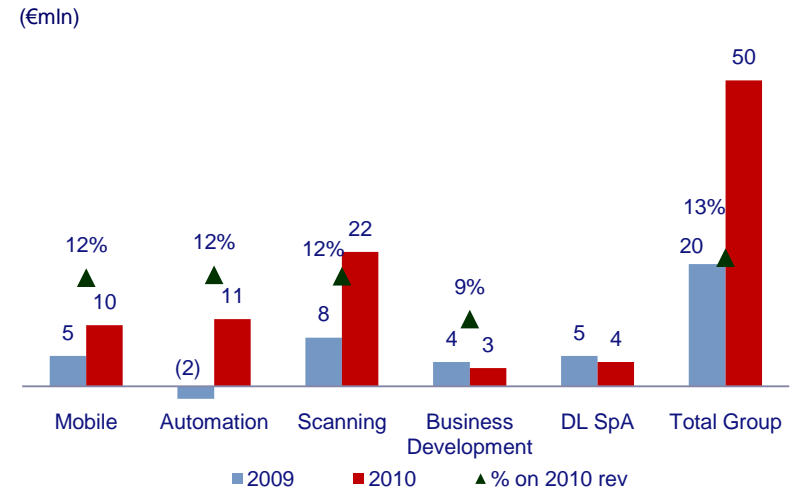
(*) Datalogic Mobile includes Enterprise Business Solutions BU

% figures calculated on total net of adjustment

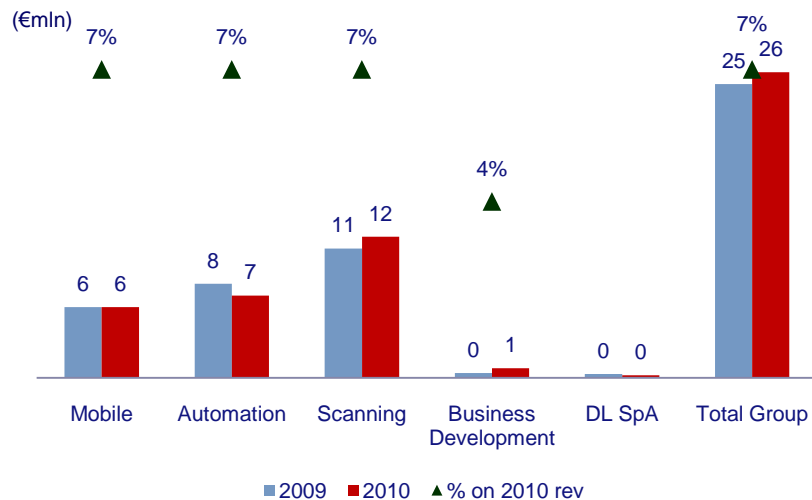
REVENUES



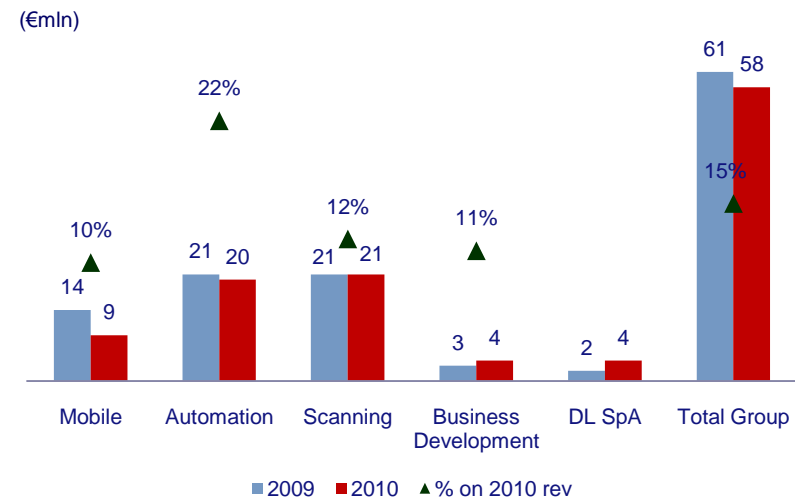
EBITDA



R&D COSTS

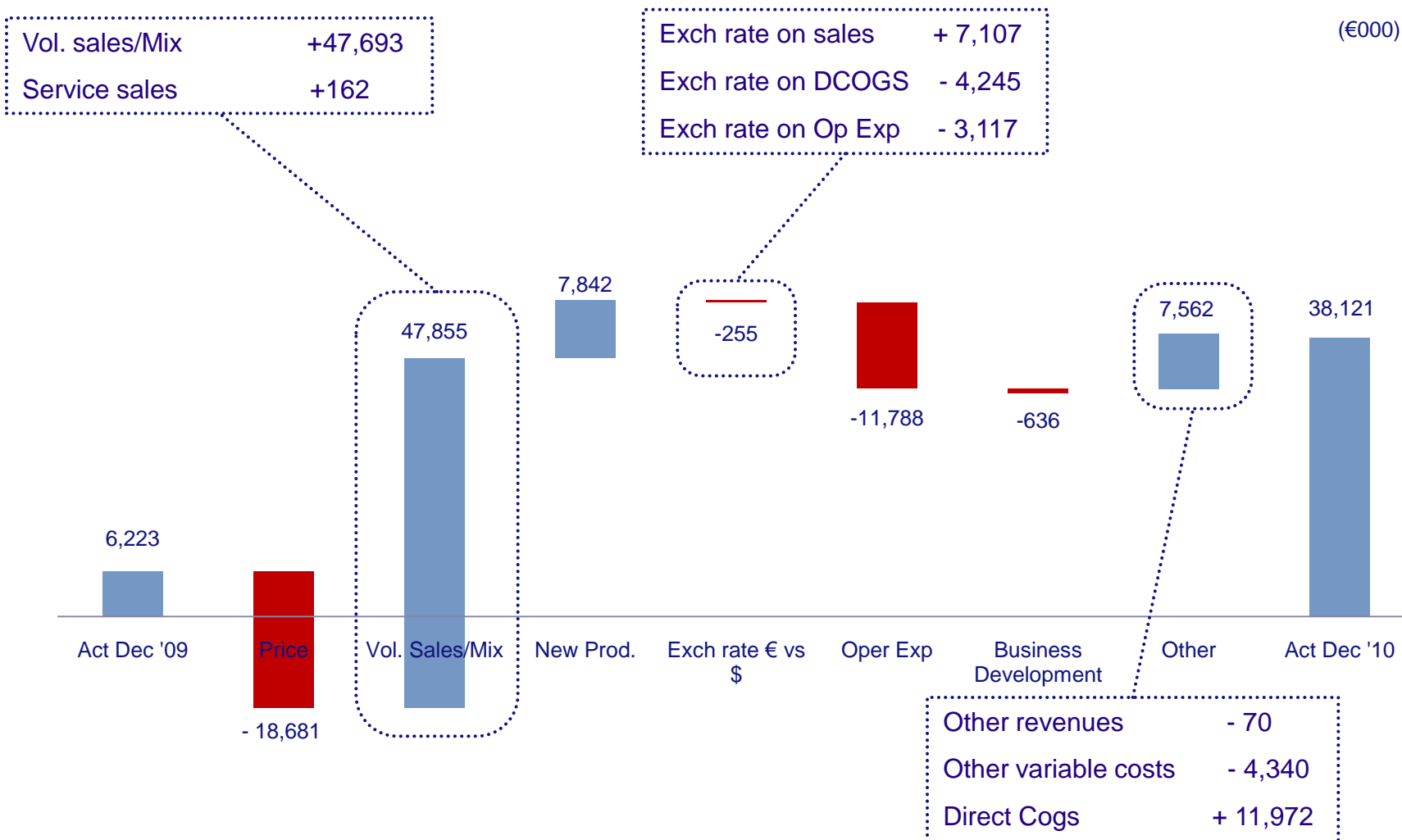


TWC



EBITANR * - 2010 Actual vs. Last Year

(€000)



(*) Ordinary Operating Profit before non recurring costs/revenues and amortization of intangible assets from acquisition (EBITANR)

Note:

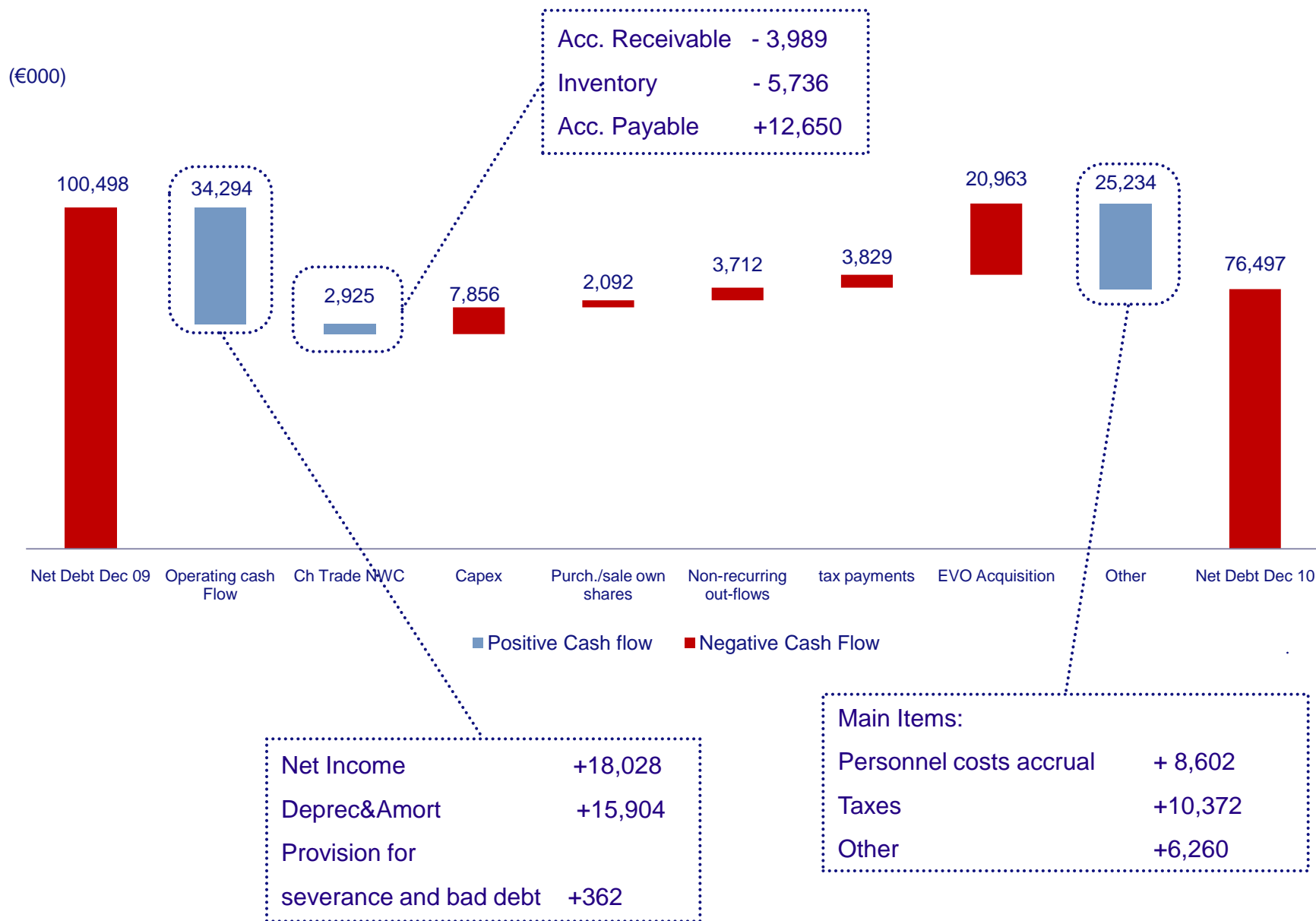
The Exchange rate variance has been calculated on Sales/COGS/Operating expenses originally denominated in USD (\$). The variance was the result of the difference between Dec '10 Actual (1,326) and Dec '09 Actual (1,395) €/USD exchange rate.

Therefore, this variance does not include the exchange rate effect on competitive scenario.

For Informatics & Evolution Robotics Retail (Business Development) has been considered their overall impact on the EBITANR

€000	At 31/12/2009	At 31/12/2010
Intangible fixed assets	39,621	40,998
Goodwill	87,081	106,088
Tangible fixed assets	50,822	50,042
Non Consolidated investments	2,675	3,286
Other fixed assets	23,181	23,088
Total Fixed Assets	203,380	223,502
Net trade account receivables	65,455	69,353
ST account payables	(43,816)	(56,688)
Inventory	39,082	45,308
Trade Working Capital	60,721	57,973
Other current receivables	17,512	16,827
Other ST payables and provision for risk & future charges	(34,989)	(47,553)
Net Working Capital	43,244	27,247
Other LT payables	(17,373)	(17,144)
Employees' severance Indemnity	(7,739)	(7,121)
LT provision for risk & future charges	(4,319)	(9,823)
Net Invested Capital	217,193	216,661
Equity	(116,695)	(140,164)
Net Financial Position	(100,498)	(76,497)
<i>Exchange rate</i>	1.4406	1.3362

Net Debt Analysis: 2010 Actual vs. Last Year





- ✦ THE GROUP
- ✦ STRATEGIC GUIDELINES
- ✦ FINANCIAL DATA
- ✦ APPENDIX

POS Retail Scanners

#1 Worldwide, 31.5% mkt share



- ✦ Datalogic Magellan Scanner/Scales have been installed by every one of the Top Ten Retailers worldwide

Handheld Scanners

**#1 in EMEA, 30.7% mkt share
#3 Worldwide, 15.9% mkt share**



- ✦ Over 5 million Datalogic handheld scanners have been sold since 1998 and have been chosen by over 30,000 customers

Scanning Division: 181.4 M€ in 2010, 46% of Group Sales

Mobile Computers
#4 in EMEA, 7.9% mkt share
#4 Worldwide, 4.0% mkt share



Datalogic Mobile – EBS
Self Shopping Solutions
#2 Worldwide, 26.0% mkt share



Over 360 installations in Europe!
#1 in Italy with 145 installations
#1 in Belgium with 96 installations
#2 in France with 110 installations

- ★ **A full range of professional mobile solutions dedicated to the main target application fields: Warehousing, Field Force Automation and Retail In-Store solutions**

Mobile Division: 87.6M€ in 2010, 22% of Group Sales

Industrial Stationary Scanners
#2 in EMEA, 29% mkt share
#3 Worldwide, 14.6% mkt share



**Identification
Product Group**



**Sensors
Product Group**



**Laser Marking
& Processing
Business Unit**



**Safety &
Measurement
Product Group**



**Vision
Product Group**



- ✦ A wide range of cutting edge solutions helping industries streamline processes in industrial and logistics applications
- ✦ Hundreds of applications for the major courier and logistics operators, +1,000 reading stations installed in 100 airports worldwide

Automation Division: 90.4 M€ in 2010, 23% of Group Sales

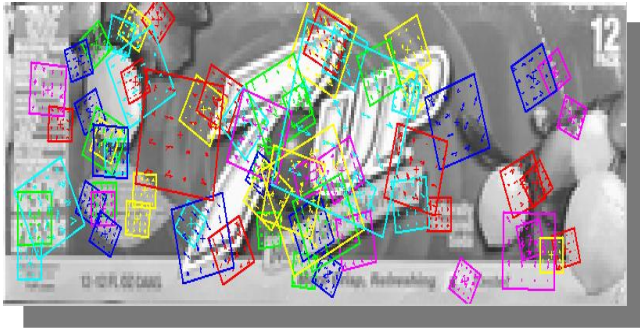
Complete Range of Easy-To-Use Barcoding Solutions



- ✦ **Barcoding solutions for the millions of Small – Medium Businesses that increase productivity and profitability**
- ✦ **Based in the US, serving over 275 thousand small and medium businesses!**

Business Development (Informatics + EVO): 33.3 M€ in 2010, 9% of Group Sales

Scanning without using the barcode



- ✦ Flagship products include LaneHawk BOB and LaneHawk InCart
- ✦ Based in the US, serving over 1,200 grocery stores today
- ✦ Over 14,000 lanes installed!

July 1st, 2010 – Datalogic acquired 100% of Evolution Robotics Retail, Inc. (EVO) a company located in California with unique expertise in visual pattern recognition technology for use currently in retail loss prevention and productivity applications

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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We Welcome Your Questions!

