DATALOGIC

DIGIMARC® BARCODES

Datalogic has partnered with Digimarc to bring a new data collection method to retail called *Digimarc Barcodes*. Digimarc Barcodes will improve throughput productivity while offering a wealth of new benefits to retailers, brands and customers.

Digimarc Barcodes consist of the same data commonly found in UPC/EAN or GTIN 1D bar codes and are printed invisibly all over the surface of a given package or item. This means checkout clerks as well as shoppers using self-checkout services can more quickly scan items without having to hunt for the bar code on an item. In addition, packaging carrying Digimarc Barcodes can connect mobile-enabled shoppers with additional product information, special offers, recommendations, reviews, social networks and more.

Digimarc Barcodes are designed to make today's UPC/EAN bar codes faster, more reliable, more secure and more versatile.

Datalogic's Magellan™ 9800i/9400i scanners/scales are the only products available today with the advanced imaging technology to support and fully utilize Digimarc Barcodes while still being able to scan the more traditional 1D and 2D bar codes. There has never been more powerful and high-performing POS data collection tools than the Magellan 9800i/9400i scanners/scales.

BENEFITS

Faster Checkout

Digimarc Barcodes invisibly repeat the GTIN multiple times over the entire package. Checkout clerks, as well as shoppers using self-checkout, can quickly scan items without having to find and position the bar code towards the reading window.

Improves the Shopping Experience

Replace QR codes to create 'easier to use' customer engagement opportunities with mobile enabled shoppers. Connect shoppers to extended packaging, special offers, reviews, social networks, and more.

Security and Authentication

Invisible data can be used for item traceability, brand authentication, and defeating bar code swapping.

Available on the Following Products:
- Magellan™ 9400i
- Magellan™ 9800i

www.datalogic.com