

Product: QuickScan[®] Mobile

Product Bulletin Number: PB110907

Dated: November 9, 2007

QuickScan[®] Mobile Product Release

Overview

Datalogic Scanning is pleased to announce the release of our new QuickScan Mobile reader, a small and light-weight linear imager product equipped with the Datalogic Scanning STAR[™] radio (433/910MHz), the markets most secure and reliable cordless communication system.

The QuickScan Mobile reader combines outstanding performance and an affordable price to provide a breakthrough product in the AIDC industry by offering the best return on investment solution in its class for retail and commercial applications. This new solution provides a cost effective alternative to traditional corded scanner solutions making cordless scanning an option for an expanded number of customers.

The superior range of Datalogic Scanning's STAR radio allows the QuickScan Mobile reader to be used for standard checkout activities as well as for price checking or inventory operations. The same scanner can be used for front-end and back-store applications.

The QuickScan Mobile reader includes an auto-sensing base station/stand providing hands-free scanning with the added benefit of charging the battery while using the hand-held reader as a presentation scanner.



Features and Benefits

Superior STAR Radio Features: The QuickScan Mobile reader is equipped with Datalogic Scanning's cordless STAR 433/910 MHz narrow band radio. The STAR radio system is fast, easy to use, noise free, with low susceptibility to obstacles and guaranteed Wi-Fi interference free. With the QuickScan Mobile reader's 12 meter / 40 foot radio range capability, operators can benefit from maximum mobility eliminating the limitations of a cabled scanner. Cordless scanning provides a safer and more efficient work environment and at the same time increases efficiency and productivity. For out of range reading, the product is equipped with approximately 1K for data storage and subsequent transmission using the Datalogic patented batch mode capability.

Smart Base Station: The QuickScan Mobile reader includes an "intelligent" base station featuring:

- Automatic code detecting, turning on illumination only when a bar code is presented to the scanner
- Automatic switching to hands-free mode when placed into the cradle
- Auto sensing of bar codes when placed in the stand/holder

Datalogic Quality and Reliability: The QuickScan Mobile reader, as well as all Datalogic Scanning products, has undergone a variety of tests to assure that it will withstand daily use in typical environments. The result is a reliable and durable product that eliminates the nuisance of cables and offers drop resistance up to 1.5 meters / 5 feet and a 3 year warranty to minimize the cost of ownership.

Reading Capabilities:

The QuickScan Mobile reader is based on the instinctive reading concept with a scanning range that is matched to typical operator usage. Combined with a scanning rate of 235 scans per second, the QuickScan Mobile reader guarantees smart and fast checkout activities. Moreover the Puzzle Solver™ technology, a patented Datalogic Scanning algorithm, further improves the QuickScan Mobile readers' reading performance in reading damaged or poorly printed codes. The QuickScan Mobile reader supports the decoding of all standard linear bar code symbologies including GS1 DataBar™ (formerly RSS), offering new business opportunities for retail applications by providing a greater amount of data on a smaller label.

Ease of Installation, Configuration and Use

The QuickScan Mobile reader is provided as a kit which includes the cradle. The reader can easily and securely be linked to the cradle for communications. The Datalogic Aladdin™ software allows for easy configuration of the reading parameters. It can be freely downloaded from the Datalogic Scanning website and allows the complete, visual, intuitive control of all device options. The QuickScan Mobile reader is featured with a built-in multi-interface including RS-232, Wedge, USB and Wand Emulation and is compatible with the existing Datalogic Scanning handheld scanner cables.

Critical Dates

General Availability – November 12, 2007

See product availability below for specific models:

Marketing Communications Materials

The product release is supported by a broad range of marketing communication materials designed to educate and motivate the market. These tools are available on the Datalogic Scanning web sites starting at General Availability.

- **QuickScan® Mobile Micro-Web Site**
- **QuickScan® Mobile Sales Handbook**
- **Marketing Information Guide**
- **Product At A Glance**
- **Data Sheets**
- **Product Photography**
- **Product Application Photography**
- **PowerPoint Presentation**
- **Competitive Matrix**

Product Availability

P/N	DESCRIPTION	AVAILABILITY
QM2130-BK-433	QUICKSCAN M2130 KIT 433MHz BLACK	November, 12 2007
QM2130-WH-433	QUICKSCAN M2130 KIT 433MHz WHITE	January 2008
QM2130-BK-910	QUICKSCAN M2130 KIT 910MHz BLACK	November, 12 2007
QM2130-WH-910	QUICKSCAN M2130 KIT 910MHz WHITE	January 2008

Datalogic Scanning is in the process of seeking regulation approval for the QuickScan Mobile reader. Please refer to the following table for currently approved countries.

	433MHz	910MHz	Certification	Sales
EUROPE				
EU Countries	x		Available	OK
Turkey, Serbia and Croatia	x		Available	OK
NORTH AMERICA				
USA		x	Available	OK
CANADA		x	Available	OK
LATIN AMERICA				
Mexico		x	In progress	Units available for testing
Brazil		x	In progress	Units available for testing
Chile		x	In progress	Units available for testing
Argentina		x	In progress	Units available for testing
Colombia		x	In progress	Units available for testing
ASIA/PACIFIC				
China	x		In progress	Units available for testing
Korea			Not available	Not allowed
Taiwan	x		In progress	Units available for testing
Singapore	x		In progress	Units available for testing
Thailand			Not available	Not allowed
Indonesia	x		In progress	Units available for testing
Japan			Not available	Not allowed
Australia	x		Available	OK
New Zealand	x		Available	OK

On-line Product Training

Datalogic Scanning will soon release an on-line product training module for all resellers to utilize in training their sales team. This course will take you through all the key features and benefits of these new products and also includes a test at the end to measure your retention. This will assure that your sales team is knowledgeable and prepared to answer your customer's questions. Look for a release soon on the Datalogic Scanning Extranet.

Pricing Guidelines

Part Number	Description	US USD	EMEA USD	EMEA EUR	EMEA GBP	LA USD	ASIA/JAP USD	JAPAN JPY	AUSTRALIA USD	AUSTRALIA AUD
QM2130-BK-433	QUICKSCAN M2130/ KIT 433MHz BLACK	\$445	\$445	€330	£229	\$445	\$445	49,079	\$445	\$556
QM2130-WT-433	QUICKSCAN M2130/ KIT 433MHz WHITE	\$445	\$445	€330	£229	\$445	\$445	49,079	\$445	\$556
QM2130-BK-910	QUICKSCAN M2130/ KIT 910MHz BLACK	\$445	\$445	€330	£229	\$445	\$445	49,079	\$445	\$556
QM2130-WT-910	QUICKSCAN M2130/ KIT 910MHz WHITE	\$445	\$445	€330	£229	\$445	\$445	49,079	\$445	\$556

- The Datalogic Scanning Price List is currently available on the Datalogic Intranet site.
- The Datalogic Scanning Price Book will publish shortly after General Availability.
- Internal Datalogic Scanning Pricing is currently available on SAP.

Product Guides

- Quick Reference Guide - 820001830
- Product Reference Guide - 820001970

Warranty and Maintenance

The QuickScan Mobile reader has a standard 36 month warranty provided by Datalogic Scanning or Datalogic Scanning Authorized Repair Centers. Contact your local Datalogic Scanning representative for more information regarding warranty extensions and maintenance contracts.

For More Information

Please contact Pierluigi Piletti, Product Manager: pierluigi.piletti@datalogic.com.

Contact your local Datalogic Scanning office for further pricing and discount conditions.

Note: QuickScan is a registered trademark of Datalogic Scanning, Inc. Datalogic is a registered trademark of Datalogic S.p.A. in many countries and the Datalogic logo; Aladdin, Puzzle Solver; and STAR are trademarks of Datalogic S.p.A. All other brand and product names may be trademarks of their respective owners.