

DATALOGIC DEBUTS NEW MAGELLAN BIOPTIC SCANNERS AT NRF 2023

Datalogic, a global leader in the automatic data capture and factory automation markets, is bringing the Future of RETAIL to the National Retail Federation (NRF) Big Show 2023 at booth 5939 with the debut of new Magellan™ Bioptic Scanners.

Datalogic invented Multi-plane (bioptic) imaging technology and has been the market leader in fixed retail scanning for over two decades. The Magellan brand is synonymous with best-in-class retail scanning. The new Magellan 9600i and Magellan 9900i scanners are the powerful next generation of multi-plane scanners that offer fresh styling, rugged design, industry-leading scan performance, plus new options that enable Artificial Intelligence (AI) at the check-out.

The list of features, new technology, and benefits is long for these scanners which will bring many capabilities to retailers including increased scan performance, enhanced weighing loss prevention tools, dedicated image capture, plus integrated AI processing. Magellan 9600i and Magellan 9900i scanners will set new standards for produce recognition capabilities and shrink reduction by enabling “Zones of Cognition” at the check-out that enable a variety of value-added solutions.

Datalogic booth 5939 at NRF 2023 is where retailers can get hands-on experience with these devices and learn about the FUTURE of RETAIL. There will be an extensive display featuring multiple stations demonstrating the Magellan 9600i and the Magellan 9900i. Datalogic will have a hospitality espresso bar in the booth where visitors can enjoy a coffee beverage while meeting with Datalogic product managers, sales executives, and senior managers. Join Datalogic at booth 5939.