

DATALOGIC AUTOMATION "READS" THE NEWS

Datalogic Automation is pleased to announce the excellent success of the new NVS9000™ vision system. Within just a few months after its launch this system has achieved high acceptance from system integrators who work with newspaper and periodical distribution systems. The new system's success can be measured from NVS9000™ orders worth 350.000 Euros in just the first two months of 2009.

Bologna 19th March 2009 - Distribution of newspapers and magazines must be carefully monitored with regard to the number of copies circulated by newsstands, by subscription, in bulk, and as

promotional
free copies.

In this
periodical
supply chain the
fundamental
link between
publishers and
the consumer
are the local
agencies who
are responsible
for distribution
and for counting
and returning
the unsold
copies to the
manufacturer or
to the paper
shredder.

Certification of
returned
periodicals is
one of the most
difficult tasks
that the retailer
must face: each
copy must be
identified,
sorted and
returned to the
individual
publisher with
accuracy and
speed. Until
now, this
process required
a
time-consuming
and error-prone
manual
scanning of tiny
and sometimes
poorly printed
bar codes on
each periodical.

To improve
performances,

**Datalogic
Automation**

offers the new NVS9000™ vision system that overcomes all the typical reading problems due to the editorial bar code dimensions and quality.

Notwithstanding its recent launch, the technological advantages offered by the new NVS9000™ vision system have already been discovered by the major Solution

Providers of the sector, that have tested and ordered the system.

Unparalleled success is thus guaranteed.