



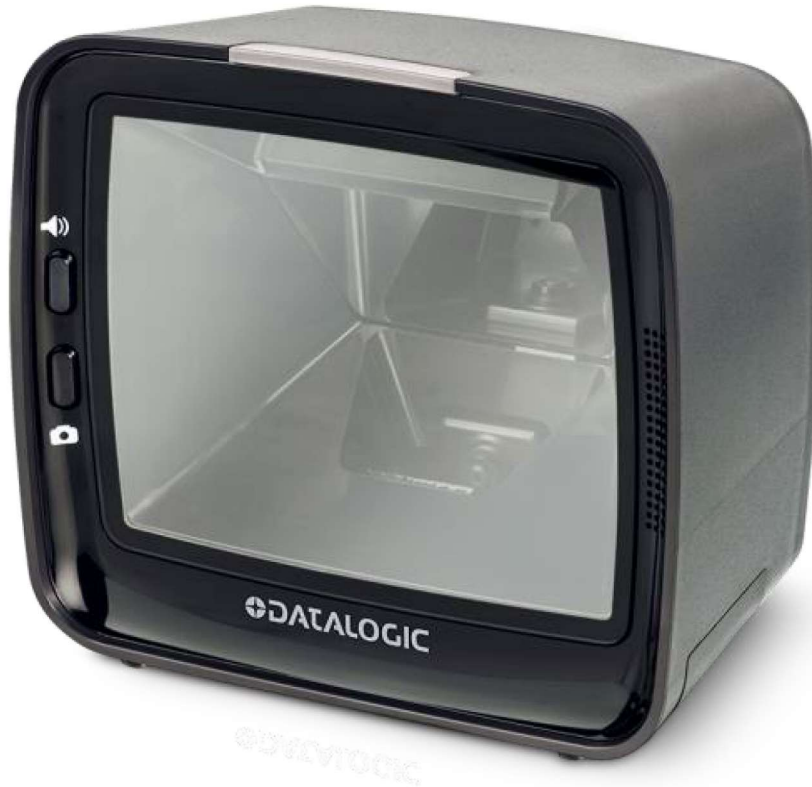
# New Product Focus: Magellan 3450VSi & Magellan 3550HSi

June 2017

# Magellan Single Plane Positioning



# Magellan 3450VSi - Easy, Reliable Performance



## Key Benefits

- Class leading 1D, 2D, and Cell phone reading performance
- More user friendly illumination with newly developed object sense mode
- Another Datalogic First – the first Vertical Single Plane product to support Digimarc decoding
- Large scan volume and DoF comparable to laser technology
- Flexible USB Auxiliary port
- Discreet cable management



# Magellan 3550HSi – Clutter Free Performance

*“Out of clutter, find simplicity...” – Albert Einstein*



## Key Benefits

- Leading 1D, 2D & Cell Phone performance
- The first Horizontal Single Plane product to support Digimarc decoding
- Exclusive Deep Red intelligent illumination that's EASY on the EYES
- Premium all Stainless Steel and Sapphire glass design removes clutter at the POS and looks excellent
- Superior “slide-scanning” ergonomics to minimize item handling and lifting
- No Direct Competitors



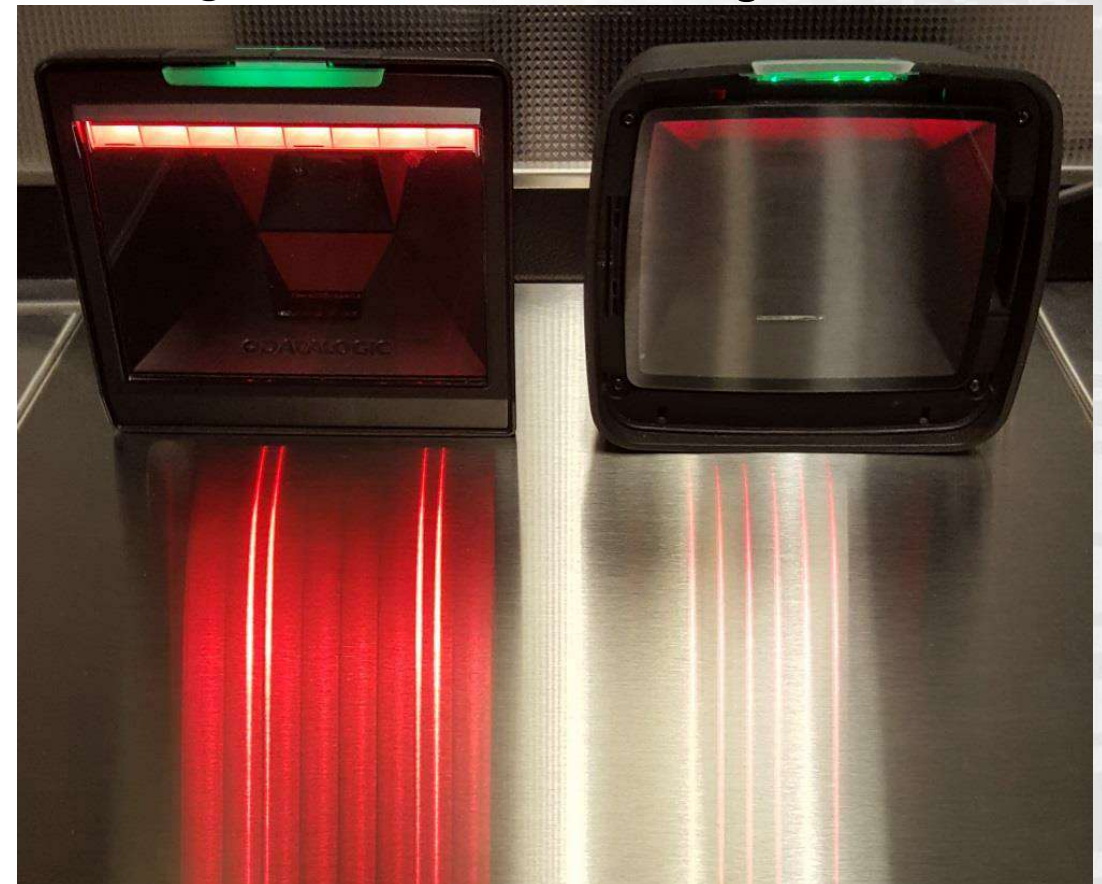
DIGIMARC  
READY | 

# More Intelligent Illumination...

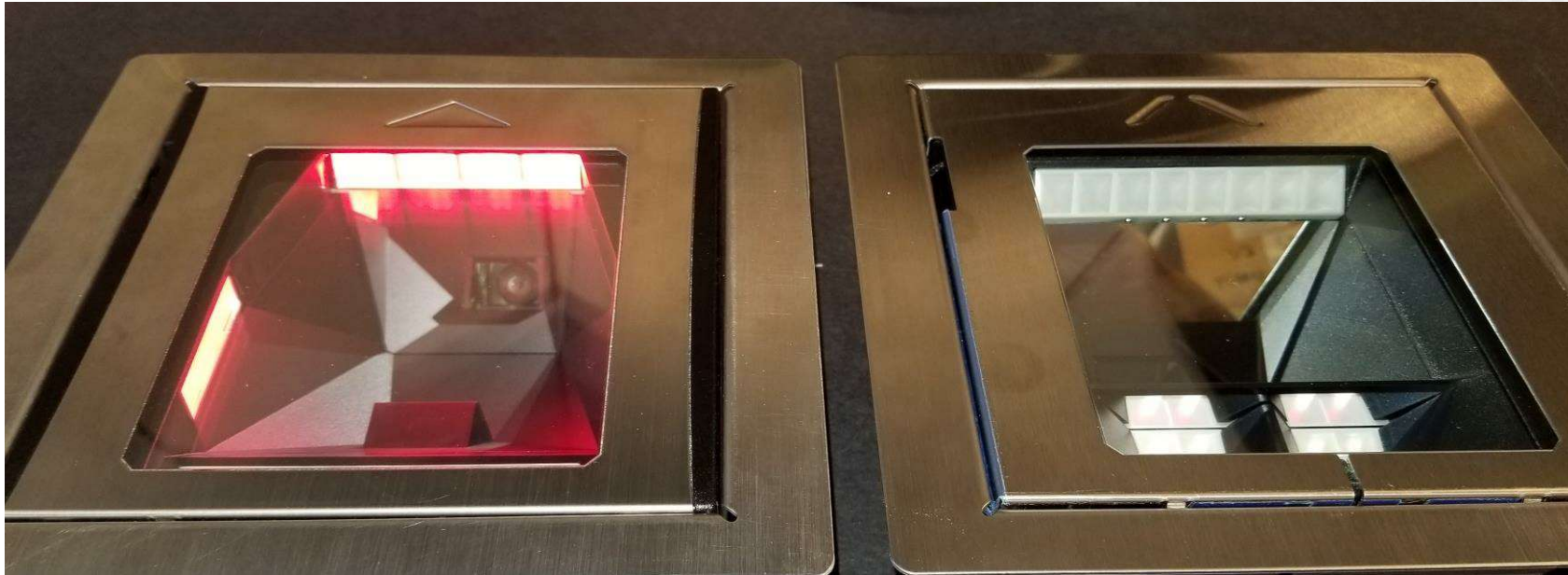
- Reduced, comfortable lighting
  - Direct and reflected
  - Seated or standing
- Improved ambient light immunity
- Large good read indicator

Mag 3200VSi

Mag 3450VSi



# Easier on the Eyes...from Any Angle



Mag 3300HSi

Mag 3550HSi

## Other Benefits

- Uses same counter cutouts and mounts as Magellan 2300HS & Magellan 3300HSi
- Compatible with platters from Magellan 2300HS and Magellan 3300HSi
- Loud programmable speaker tones like Magellan 9800i and Magellan 9400i

# Customer Service Scanning Option



- Very easy reading of mobile coupons, loyalty cards, gift cards, etc.
- Conveniently located reader faces the customer at a comfortable read height
- Independent ON and GOOD READ indicator
- Can be used concurrently with scanner to maximize throughput
- Improves the shopping experience for the customer
- Barcode symbologies read by the Customer Facing Reader can be configured independently from the base scanner
- For a SCO application, cell phone reading can also be enabled in the base scanner
- CSS Option can be placed downstream in Checkout

# Product Feature Summary

Feature	Mag 3450VSi	Mag 3550HSi
Large, intuitive Field of View	✓	✓
Built Reliable from Superior Materials	✓	✓
Unobtrusive Illumination	✓	✓
Seamless Cell Phone Reading	✓	✓
Customer Service Scanner (CSS) Option	✓	✓
Backward compatible installation	✓	✓
Class leading 1D/2D/Cell Phone Decoding	✓	✓
Digimarc Decoding	✓	✓

**Limited Availability Starts in *July* for Both!**