





Magellan™ 1100i

On-Counter Imaging Presentation Reader

Magellan™ Brand Values - Every Magellan Starts Here

High performance scanners for high volume environments:

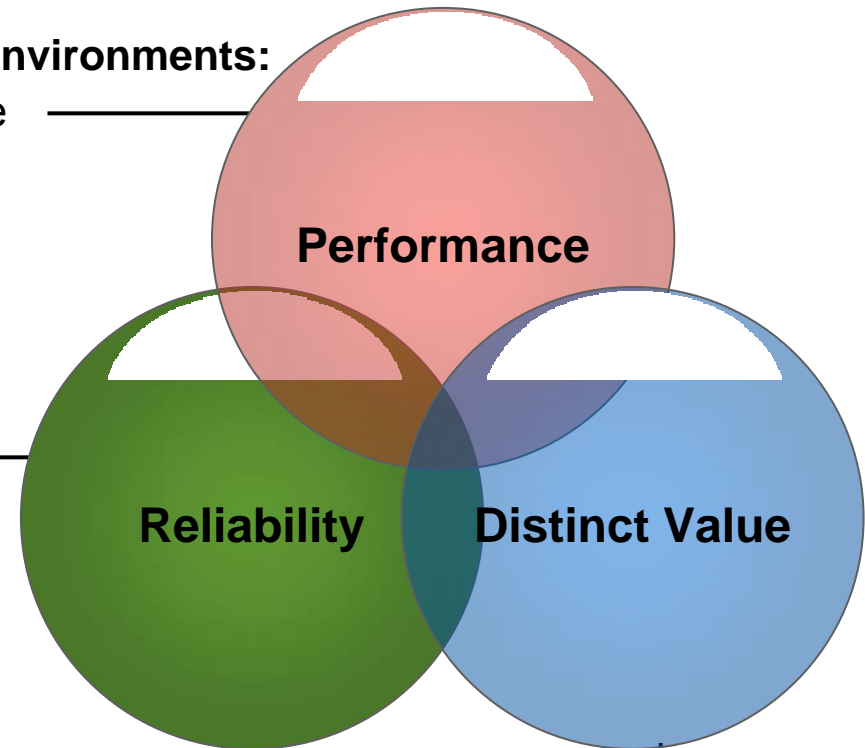
- Magellan performance is the core product value
- Tested in real retail environments
- When every second counts

Datalogic delivers technology that lasts:

- Datalogic thoroughly tests its products
- Use our own life accelerating test facilities
- Future-proof technologies for tomorrow

Magellan offers distinct and differentiated features

- Real benefits not just features
- Provide quantifiable value to the retailer:
 - Productivity Index Reporting™, iLLumix™ intelligent illumination, Green Spot indicator



Datalogic On-Counter Readers Product Positioning



Targeted Use Environments

Ideally suited for...

- Small counter point-of-service
- Lower item count transactions
- Presentation or sweep scanning
- Occasional handheld scanning
- Identity or age verification applications using 1D and PDF417 bar codes
- Service points using 1D, PDF or 2D codes

Most common applications:

- Pharmacy/Drug
- Specialty
- Convenience
- Hospitality
- Courtesy/Service
- Mall/Tobacco/News Kiosk



Magellan 1100i Product Tour

Textured grip pads provide an ergonomic and solid link for handling the scanner

Tough cable design withstands 250,000 90-degree bends for handheld applications

Deeply recessed scan window is protected from scratches

Optional stand with +60°/-15° tilt feature for an elevated scan volume

Base can easily be screwed to the counter or other surfaces for fixed applications

Aggressive Datalogic Imaging technology is optimized for sweep or presentation style scanning

Thanks to advanced Datalogic interfacing technology all of the most popular host interfaces are on board

Large “Good Read” LED also is used as a button for targeted mode

Brushed aluminum logo badge reinforces the legendary quality built into every Magellan

Loud speaker with 3 programmable tones and volume levels

Three Reading Modes:

- Hands-free omnidirectional on-counter scanning
- Handheld omnidirectional mode for large items
- Handheld targeted for single code isolation

Magellan 1100i Product Tour

Textured grip pads provide an ergonomic and solid link for handling the scanner

Tough cable design withstands 250,000 90-degree bends for handheld applications

Deeply recessed scan window is protected from scratches

Optional stand with +60°/-15° tilt feature for an elevated scan volume

Base can easily be screwed to the counter or other surfaces for fixed applications

Aggressive Datalogic Imaging technology is optimized for sweep or presentation style scanning

Thanks to advanced Datalogic interfacing technology all of the most popular host interfaces are on board

Large “Good Read” LED also is used as a button for targeted mode

Brushed aluminum logo badge reinforces the legendary quality built into every Magellan

Loud speaker with 3 programmable tones and volume levels

Three Reading Modes:

- Hands-free omnidirectional on-counter scanning
- Handheld omnidirectional mode for large items
- Handheld targeted for single code isolation

Magellan 1100i Features

- **Expanded 2D Decoding**
 - 2D models now support QR Code, Aztec Code, MicroPDF417, and MaxiCode decoding in addition to PDF417 and Data Matrix
- **Improved Bar Code Reading**
 - New 2x faster processor provides more aggressive performance
 - 1,760 digital scan lines per second - 50% more
 - 136 digital scan lines - 30% more



Magellan 1100i Features

- **Datalogic's New iLLumix™ Intelligent Illumination Technology**
 - Allows reading of bar codes from mobile phones
 - Improves performance in dark ambient light applications
 - Automatically optimizes settings for image capture
 - Minimizes the flashing commonly associated with full array imaging
 - Four fewer LED's (2 IR and 2 Red)



Magellan 1100i Features

- **Expanded Image Capture Controls and Settings**
 - Faster transfer times using configurable JPEG compression
 - Typical transfer time 4~5 sec. for 40KB image at 115200bps
 - Typical transfer time 1 sec for 8KB image at 115200bps
 - Contrast and Brightness are configurable
 - Longer LED pulsing for brighter images



Magellan 1100i Features

- **Datalogic Patented Green Spot Good-Read Indicator**
 - Available on all button equipped models
- **Short strain relief interface cable option**



Magellan 1100i Features

- **Support for 4.5-14 VDC Input Power**
 - Enables either 5V or 12V host powered interfaces within the same unit
- **New Global Adapter Switching Power Supply**
 - 30% more efficient
- **External Read Indication via Host Port**
 - Enables Checkpoint Interlock and other external device coupling



Features Overview

Omnidirectional Imaging

Datalogic patented imaging technology provides unique benefits...

- Aggressive imaging performance
- Omnidirectional sweep OR presentation scanning
- Eliminates moving parts for improved reliability
- Expandable software-based platform can do more than read bar codes

Provides the benefits of a true laser presentation scanner and a 2D handheld reader in one product!



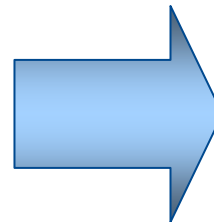
Imaging Benefits at the Hardware Level

Technology Comparison of Laser to Imaging



Typical Laser System

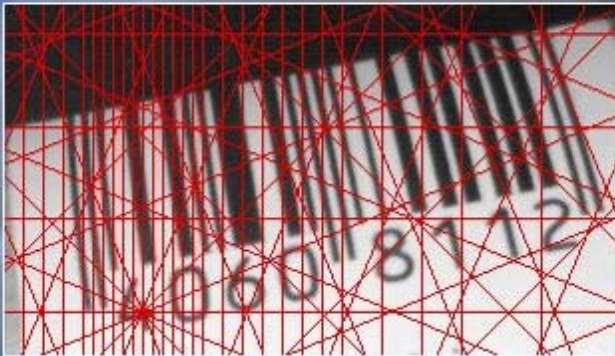
- Digital Electronics
- Laser Assembly
- Collection Lens / Analog
- Facet / Motor / Mirrors



Imaging System

- Digital Electronics
- LED Assembly
- Imager
- Software

VIEW FROM MAGELLAN 1100i



136 Programmable Digital Scan Lines

VIEW FROM TYPICAL LASER PRESENTATION SCANNER



20 Line Static Omni-Laser Pattern

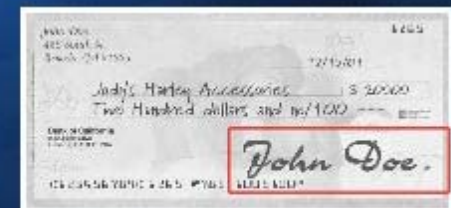
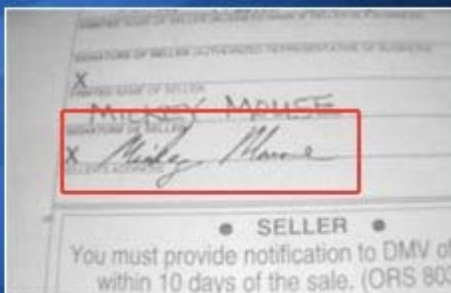
Magellan 1100i “Vision” vs. Laser Technology

- **High Performance on Tough Bar Codes...**
 - If you can “see” more of the picture, then the picture is easier to decode

Imaging Enables 2D Decoding for Next Gen Applications

- **Auto-populate forms for membership, loyalty programs, and CRM**
 - Employees spend less time entering data – focus more on customer service
 - Improves data accuracy
- **Automate and simplify ID, age, and/or address verification**
- **Use smaller 2D codes**
 - For encoding more information than is feasible in 1D codes for more intelligent applications





Magellan 1100i Image Capture Do more than just read bar codes...

- **Future proof your data collection with flexible camera based scanning technology!**
 - Enables value added applications
 - Capture digital images of signatures, complete IDs, or Rx prescriptions
 - Provides multi-functionality from a single device for a higher ROI
 - Software based technology protects against forced technology change due to new bar codes (e.g. GS1 DataBar™ or Data Matrix)

iLLumix™ Intelligent Illumination

- **Read bar codes from mobile phone and computer displays**
 - Enables new applications like mobile coupons and ticketing
- **Provides consistent performance**
 - From dark to very bright, sunlit applications
- **Performance is not impacted by different indoor ambient lighting** (e.g. halogen, incandescent, or fluorescent light sources)
- **Optimizes imager and illumination settings for each operating mode including image capture**
- **Minimizes LED flashing commonly associated with full array imagers**
- **Enables extremely high motion tolerance**
 - Up to 203 cm/second (80 ips)





Datalogic's Green Spot Indicator

- **Configurable to indicate good read**
 - The Green Spot is clearly seen on the bar code or item by the user, even in bright light conditions or noisy environments
 - Extra visual confirmation that the bar code was properly read
 - Ideal for applications with excessive noise or that benefit from silent (beep-free) operation
- **Configurable for spot targeting of bar codes or image capture**
 - Improves ease of use, especially for untrained users
 - Improves image capture accuracy

Magellan 1100i Targeting Mode

Targeted Scanning Mode for Bar Coded Lists or Multi-Marked Items...

- Press button to enable Green Spot pointer beam
- Place Green Spot on desired code to be read
- Release button to decode
- Software only decodes targeted code

Intuitive 360-degree “on the spot” aiming provides omnidirectional performance even while targeting!





Easy Host and EAS Integration

Flexible Multi-Interface solution...

- All popular host terminal interfaces supported out-of-box: IBM, Wincor, HP, Dell, Fujitsu, NCR, etc...
- Change interfaces very easily
 - Scan programming label and change cable

Checkpoint Systems EAS compatible...

- One motion for scanning and deactivating
- Deactivation antenna included in every scanner
- Supports Interlock linking for improved security
- Easy to install – just select the correct interface cable with EAS



Value Added Features

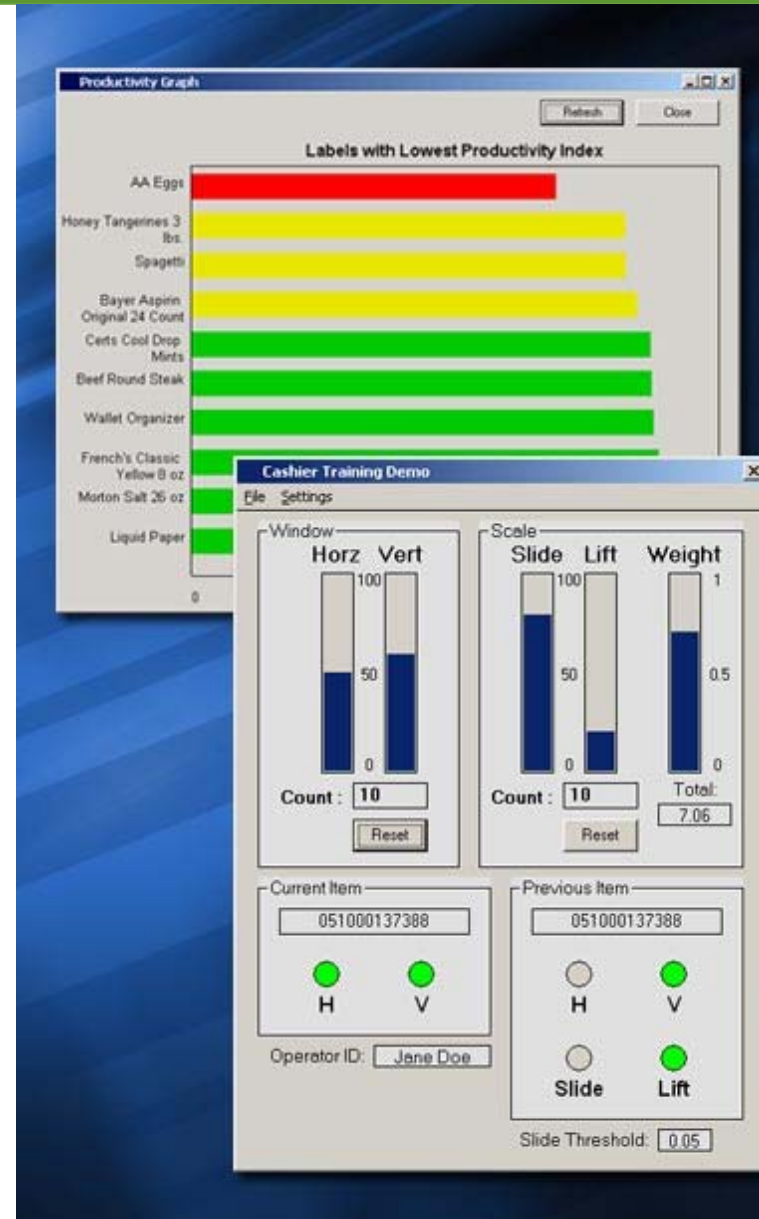
Productivity Enhancement Software

Valuable tools for improving operational efficiency and customer satisfaction

Four Modules:

- Magellan Advanced Data Editing:
 - Extends POS product life and Improves Operations
- Host Download:
 - Lowers Service Cost and Improves Operations
- Diagnostics Reporting:
 - Lowers Labor Costs To Service and Manage Assets
- Productivity Index Reporting™ (optional):
 - Increases Cashier Productivity

Compatible with IBM Director/RMA using WMI





Additional Benefits

Small footprint and size...

- Saves valuable counter and selling space

Available in Black or Grey...

- Other colors and custom logo options are available

Additional Benefits

Multiple mounting accessories and stands...

- Allows scan volume to be optimized for each application
- Screw holes for fixed mounting
- Use fixed mounting plate for 3rd party mounts



UPSIDE DOWN MOUNT

SIDE MOUNT



Summary

- + Best in class overall performance
→ Time is money
 - + Datalogic iLLumix
intelligent illumination
→ Future-Proof
 - + Magellan quality and reliability
→ Longer Life w/Less Down Time
 - + More than just a scanner
→ Value Added Applications
and Features
- = THE BEST VALUE AVAILABLE**

Target Markets and Applications

Retail In-Store Applications

- **Typical Bar Codes Used:**
 - 1D, PDF417 and Data Matrix
- **Activity**
 - POS/Point of Customer Interchange.
- **Where**
 - Convenience Stores/Kiosks, Pharmacies, Specialty Retail
- **Key Features:**
 - Reading snappiness
 - High motion tolerance
 - Datalogic Green Spot for good-read feedback
 - Small size





Healthcare

- **Typical Bar Codes Used:**
 - 1D, GS1 DataBar™ Composites, PDF417 and Data Matrix
- **Activity**
 - Bedside scanning, patient tracking, document handling, inventory management
- **Where**
 - Hospitals, Pharmaceutical Labs, Medical Clinics
- **Key Features:**
 - Datalogic's Illumix intelligent illumination minimizes LED flashing
 - Datalogic's Green Spot for targeting and silent good-read feedback
 - Small ergonomic size

Postal - Retail/Commercial/T&L

- **Typical Bar Codes Used:**
 - 1D, PDF417, 2D Codes and Image Capture capability
- **Activity**
 - Track and trace packages, document handling, point-of-customer interchange
- **Where**
 - National Postal Organizations, Couriers and Special Mail Mailing Companies
- **Key Features:**
 - Image capture capability
 - High motion tolerance
 - Datalogic Green Spot for targeting and good read feedback





Entertainment / Hospitality

- **Typical Bar Codes Used:**
 - 1D, PDF417, Data Matrix, Aztec Code and QR Code
- **Activity**
 - Point of Sale, Gate/Access control
- **Where**
 - Amusement Centers, Theme Parks, Concert Halls, Sports Arenas, Theatres, Cinemas, Museums, Hotels and Restaurants
- **Key Features:**
 - Autodiscriminates between printed and mobile phone bar codes
 - Datalogic Green Spot for good read feedback
 - Small size
 - High motion tolerance
 - Variety of mounting options

Transportation

- **Typical Bar Codes Used:**
 - 1D, PDF417, Data Matrix, Aztec Code and QR Code
- **Activity**
 - Point of Sale, Gate/Access control
- **Where**
 - Airports, Train Stations, and Parking Lots
- **Key Features:**
 - Autodiscriminates between printed and mobile phone bar codes
 - Datalogic Green Spot for good read feedback
 - Small size
 - High motion tolerance
 - Variety of mounting options





Administration and Education

- **Typical Bar Codes Used:**
 - 1D, PDF417, Data Matrix, and QR Code
- **Activity**
 - Point of Service, Document Handling/Tracking, Item tracking
- **Where**
 - Government Offices (Police, Land Use, Motor Vehicle, Tax Collection, etc), Colleges, Universities and Libraries
- **Key Features:**
 - Hands-free or handheld reading for 1D/2D codes
 - Datalogic Green Spot for good-read feedback
 - Small size and footprint
 - Variety of mounting options
 - Targeting mode for multi-marked items

Models and Accessories

Magellan 1100i Models

Part Number	Description
MG110010-000	Black, No Button, RS-232, Scanner Only
MG111010-000	Grey, No Button, RS-232, Scanner Only
MG112010-000	Black, w/Targeting Green Spot, RS-232, Scanner Only
MG113010-000	Grey, w/Targeting Green Spot, RS-232, Scanner Only
MG110010-000B	Black, No Button, RS-232, Scanner Only w/ 2D Decoding
MG111010-000B	Grey, No Button, RS-232, Scanner Only w/ 2D Decoding
MG112010-000B	Black, w/Targeting Green Spot, RS-232, Scanner Only w/ 2D Decoding
MG113010-000B	Grey, w/Targeting Green Spot, RS-232, Scanner Only w/ 2D Decoding

Magellan 1100i Kits

Part Number	Description
MG112010-101-106	Black w/Targeting Green Spot, RS-232, DB9 2m Cable, N. America P/S, Tilting Riser Stand
MG112010-101-106B	Black w/Targeting Green Spot, RS-232, DB9 2m Cable, N. America P/S, Tilting Riser Stand, 2D Decoding
MG112015-001-119	Black w/Targeting Green Spot, RS-232, Verifone Ruby 2.4m Cable, Tilting Riser Stand
MG112015-001-119B	Black w/Targeting Green Spot, RS-232, Verifone Ruby 2.4m Cable, Tilting Riser Stand, 2D Decoding
MG112041-001-412	Black w/Targeting Green Spot, USB 2m Cable, Tilting Riser Stand
MG112041-001-412B	Black w/Targeting Green Spot, USB 2m Cable, Tilting Riser Stand, 2D Decoding

Magellan 1100i Accessories

Part Number	Description
11-0387	Accessory Power Supply Kit, 5V AC/DC, NA Plug
11-0388	Accessory Power Supply Kit, 5V AC/DC, 120V, Europe Plug
11-0389	Accessory Power Supply Kit, 5V AC/DC, 120V, UK
11-0390	Accessory Power Supply Kit, 5V AC/DC, Australia
11-0391	Accessory Power Supply Kit, 5V AC/DC, China
11-0114	Black 6 cm Riser Stand w/ Tilt Adjustment and Fixed Mounting Holes
11-0115	Grey 6 cm Riser Stand w/ Tilt Adjustment and Fixed Mounting Holes
11-0143	Black 20 cm Flexible Gooseneck Stand
11-0160	Grey 20 cm Flexible Gooseneck Stand
11-0116	Black Fixed Mounting Plate
11-0117	Grey Fixed Mounting Plate



Thank You!



© 2009 Datalogic Scanning Inc.

All rights reserved. • Protected to the fullest extent under U.S. and international laws.

Copying or altering of this document is prohibited without express written consent from Datalogic Scanning, Inc.

Datalogic and the Datalogic logo are registered trademarks of Datalogic S.p.A. in many countries, including the U.S.A. and the E.U.

Magellan is a registered trademark of Datalogic Scanning, Inc. in many countries, including the U.S.A. and the E.U.

Illumix and Productivity Index Reporting are trademarks of Datalogic Scanning, Inc.

Other brand and product names may be trademarks of their respective owners.

Product specifications are subject to change without notice.