



## Cognex Expands Logistics Barcode Scanning Capabilities

Cognex Corporation (NASDAQ: CGNX) has announced the new DataMan® 300 barcode reader for high speed logistics applications such as tote scanning, label print and apply verification and carton code reading. The new DataMan 300 is a complement to the powerful DataMan 500 reader which has proven itself throughout its introductory year as the new choice for the logistics, retail fulfillment and distribution markets.

“We saw an industry that has been relying on laser technology and knew that we could offer a better, yet affordable, image-based solution for high speed logistics applications,” says Carl Gerst, Vice President and Business Unit Manager, ID Products. He continues, “The DataMan 500 reads 1-D or 2-D codes presented in any direction at high speeds for postal, parcel and package sortation as well as presentation scanning. The DataMan 300 is now available to take on fixed 1-D code reading for high speed tote scanning and print and apply lines.”



The DataMan product line of barcode scanners can consistently provide higher read rates than laser scanners. With this new release, the Cognex algorithm, 1DMax+™ is paired with Hotbars™ technology which dramatically increases the decoding speed of damaged or poorly presented 1-D linear barcodes used in the logistics industry.

Hotbars uses texture to locate barcodes at any orientation, and then extracts high-resolution 1-D signals for decoding. Hotbars combines superior signal fidelity with lightning speed, giving this next generation of Cognex DataMan readers unprecedented performance.

Camera-based barcode readers can help the logistics industry achieve:

- Higher read rates that can reduce costs and increase throughput
- Visualization to access data for continuous process improvement
- Lower equipment costs because imagers have no moving parts
- Future proofing as 2-D matrix codes are becoming more prevalent through all industries.

The DataMan 300 is available now. To learn more about all DataMan products for logistics barcode scanning applications, visit [www.thelaserkiller.com](http://www.thelaserkiller.com).

## About Cognex

Cognex Corporation designs, develops, manufactures and markets machine vision and industrial ID systems, or devices that can "see." Cognex vision and ID systems are used around the world for a wide range of inspection, identification and guidance applications throughout the manufacturing and distribution process. Cognex is the world's leader in the machine vision and industrial ID industries, having shipped more than 700,000 systems, representing over \$3 billion in cumulative revenue, since the company's founding in 1981. Headquartered in Natick, Massachusetts, USA, Cognex has regional offices and distributors located throughout North America, Europe, Asia, Japan and Latin America. For details, visit Cognex on-line at <http://www.cognex.com>.