



News Release

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Datalogic Announces Major Sponsorship for AIM Expo *Auto ID and Mobile IT Manufacturer to Support Inaugural Industry Event*

Warrendale, PA -- June 3, 2010 -- The Association for Automatic Identification and Mobility (AIM) is pleased to announce that Datalogic, a world-class producer of automatic identification and data capture product solutions (including bar code scanners, data collection mobile computers, and RFID systems), will be a *major* sponsor for the 2010 **AIM Expo**. The AIM Expo will be held November 1-3 at the Hyatt Regency O'Hare, Chicago, IL, USA. In addition to prominent support of the overall event, Datalogic will host the *Auto ID Leadership Breakfast* on Tuesday, November 2.

"We are excited that Datalogic has engaged as a major sponsor for the inaugural AIM Expo," states Chuck Evanhoe, president, Evanhoe & Associates and AIM Expo chairman. "As a key manufacturer in our industry, their leadership role in the annual auto ID and mobile IT industry show is evident in their support of the planning and execution of the event. The Leadership Breakfast on Tuesday, November 2nd continues the AIM tradition of engaging the AIDC executive community for high-level education and networking."

The full [AIM Expo conference program](#) includes case studies and how-to educational tracks on **manufacturing, government, retail and healthcare**. The sessions identify state-of-the-art auto ID and mobile IT applications and solutions that improve operations, streamline production, reduce costs and enhance overall business processes.

"As a solid supporter of AIM's mission, we are thrilled to see them recapture their role as educators for the auto ID and mobile IT marketplace," states Bill Parnell, President and CEO, Datalogic Scanning. "Datalogic is committed to ensuring that end-user attendees have an opportunity to hear the latest information and meet industry-leading providers with mature solutions for their toughest business challenges."

The conference program will also feature a Reseller Track on November 3 to guide the channel market in identifying and securing new auto ID and mobile IT business opportunities. The exhibit hall provides a solutions showcase representing the leading auto ID and mobile IT providers. In addition to Datalogic, other sponsors include BlueStar, Savi Technology, Datamax-O'Neil and REA Elektronik GmbH.

To learn more about the AIM Expo and how to register, visit [the event website](#). Make plans now to be in Chicago, November 1-3, 2010 for the auto ID and mobile IT industry event!

DATALOGIC

Datalogic is a world-class producer of bar code scanners, data collection mobile computers, RFID systems and photoelectric sensors. Through its global network of over 1,000 partners, Datalogic technologies are currently present in over 100 countries around the world.

The Datalogic Group is structured into three autonomous companies, aligned by specific products and markets: [Datalogic Scanning](#) offers the widest range of high-performance fixed position retail scanners, scanner/scales and handheld readers available worldwide, [Datalogic Mobile](#) has a full range of rugged mobile computers for warehousing solutions, field-force automation and retail in-store, and [Datalogic Automation](#) is one of the major worldwide producers of auto ID, detection and marking solutions for the industrial automation.

About AIM

For 35 years, [AIM](#) has served as the association and worldwide authority on automatic identification, data collection and networking in a mobile environment. AIM members are manufacturers, distributors, resellers and end-users in the auto ID & mobile IT industry. Serving members in 43 countries, AIM is dedicated to accelerating the growth and use of Automatic Identification and Mobility technologies and services around the world.

For more information about the AIM organization, its technologies and its members, please visit <http://www.aimglobal.org/> or <http://www.rfid.org/>.