



ILLUMIX™

Intelligent Illumination Technology

In any imaging based bar code system two basic problems are always present – how to best handle motion/movement and how to generate the optimum amount of light to properly illuminate the bar code to be read.

Datalogic Scanning's Illumix™ intelligent illumination technology leverages the amount of available ambient light and then automatically optimizes contrast levels to produce the best possible performance. This sophisticated system for performance optimization quickly reads bar codes on illuminated screens from mobile phones and PDAs, or from regular printed surfaces without any user intervention.

Illumix technology works equally well in dark or very bright sunlit environments and ensures consistent performance under different types of indoor lighting (e.g. halogen, incandescent, and fluorescent lighting). Products featuring Illumix technology provide all of these benefits while at the same time minimizing annoying LED flashing that is commonly associated with imaging based scanning systems.

Datalogic Scanning blends Illumix technology together with powerful global shutter based imaging systems to produce quick and accurate code and image capture. You can read codes that move at very fast speeds without any special power supplies or configuration changes, allowing you to rapidly move from one code to the next.

Illumix technology increases bar code reading performance and opens the door to new uses of mobile commerce applications that are not possible with laser-based products, lighting the way to a new future for data collection.

How You Can Use Illumix to Your Benefit

Mobile Marketing - Put your message directly in the hands of the consumer. Use bar codes combined with mobile devices for:

- Alternative Payment Methods
- Coupons - Target your audience, save money on redemption costs
- Gift Certificates
- Loyalty Cards

Dark Environments - Use products featuring Illumix technology when high performance hands-free reading is desired especially in dark or dimly lit environments

- Theaters/Cinemas
- Restaurants/Night Clubs
- Casinos
- Parking Garages

Available on the Following Products:

- Magellan™ 1100i
- Magellan™ 3200VSi

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Product specifications are subject to change without notice.

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