

PRESS RELEASE**Date: 10/08/15****Ref: CSE451***Written & issued by 4CM.**Telephone: +44 (0)1908 533253**Email: info@4cm.co.uk*

Citizen announces alliance with Datalogic in EMEA to deliver integrated data capture and print solutions

Global printer manufacturer Citizen Systems Europe and Datalogic, a leading producer of barcode readers and mobile data collectors, have announced an strategicalliance that will deliver an innovative range of integrated data capture and printing solutions. With a joint sales and marketing approach and a mission to further increase the market-leading presence of both companies, this cooperation will provide additional value and support to EMEA distributors, VARs and end users alike.

The combined solutions, which are comprised of specific models of mobile computing and printing, scan-to-print and POS offerings, will be customised to suit the specific needs of different applications, including retail, healthcare, law enforcement, transport and logistics. In each case, the combined Citizen and Datalogic solutions will provide channel partners and end-users with everything they need to optimise the data capture and printing process with an unrivalled choice of leading edge technologies.

Central to the new alliance is the development, introduction and support of new sales and marketing initiatives. These will be designed to help the distribution channel offer a range of product and service solutions, giving VARs and direct distributors the opportunity to differentiate solutions thereby building fresh revenue streams in existing and new markets.

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In retail for example, Datalogic's Joya™ device scans barcodes on customers' items while they wait in line and then automatically outputs to a Citizen CMP-20 portable Bluetooth printer to produce a single 2D barcode, which is then scanned at the checkout. Instead of scanning each individual item at the checkout, only one barcode is needed - speeding up the checkout process and keeping queues as short as possible. For healthcare applications, Datalogic's data capture solutions combined with Citizen's powerful CL-S621 industrial desktop printers and robust, wireless CMP-30L mobile printers provide fast, highly accurate labels, for pharma, laboratory, wristbands and more.

"We are delighted to be partnering with Datalogic on this exciting initiative," said Morihito Suzuki, Managing Director at Citizen. "Citizen and Datalogic are independent, experienced leaders in their respective markets and technologies, and this unique alliance provides our distributors, resellers and end-users with best-in-class solutions that are designed and integrated to meet their exact requirements."

Commenting on the alliance, Giulio Berzuini, Vice President and General Manager at Datalogic, said: "The channel is looking for complete solutions and together with Citizen we can provide customers with new and exciting solutions tailored to their application."

Citizen and Datalogic will be exhibiting their product solutions at joint, sector-specific events throughout 2015, where visitors will have the opportunity to learn more and experience industry leading data capture and printing solutions first-hand.

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To learn more about Citizen Systems Europe, please click [here](#) and for Datalogic click [here](#).

Citizen Systems Europe

Citizen Systems Europe operates from locations throughout Europe covering the EMEA region. It offers a wide range of printers for industrial, retail, healthcare and mobile applications specialising in label, barcode, portable and point-of-sale printers. In each case, the company's products are sold and supported by a network of specialised partners.

Citizen Systems Europe is a wholly owned subsidiary of Citizen Systems Japan and part of the Citizen group of companies, a global organisation that manufactures products ranging from its world-famous Eco-Drive watches, calculators, mini-printers and industrial printing systems to machine tools, quartz oscillators, LEDs and other electronic components.

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PRESS RELEASE**Date: 10/08/15****Ref: CSE451***Written & issued by 4CM.**Telephone: +44 (0)1908 533253**Email: info@4cm.co.uk***Datalogic Group**

Datalogic Group is a global leader in Automatic Data Capture and Industrial Automation markets. As a world-class producer of bar code readers, mobile computers, sensors, vision systems and laser marking systems, Datalogic offers innovative solutions for a full range of applications in the retail, transportation & logistics, manufacturing and healthcare industries. With products used in over a third of world's supermarkets and points of sale, airports, shipping and postal services, Datalogic is in a unique position to deliver solutions that can make life easier and more efficient for people. Datalogic S.p.A., listed on the STAR segment of the Italian Stock Exchange since 2001 as DAL.MI, is headquartered in Lippo di Calderara di Reno (Bologna). Datalogic Group as of today employs about 2,400 members of staff worldwide distributed in 30 countries. In 2014 Datalogic Group achieved revenues for 464,5 million Euro and invested over 43 million Euro in Research and Development with a portfolio of over 1,100 patents across the world. For more news and information on Datalogic, please visit www.datalogic.com.

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