

THE NEW MEMOR 12 AND 17 FROM DATALOGIC: GREATER EFFICIENCY, CONNECTIVITY, AND SUSTAINABILITY FOR B2B MOBILITY

Enhanced productivity with 5G and Wi-Fi 6E connectivity, a multi-side NFC reader, and an eco-conscious design

Bologna, February 17, 2025 – The evolution of business needs and a growing focus on sustainability are driving companies toward greater digitization, revolutionizing the interaction between operators and technology.

In this context, Datalogic, a global technology leader in the automatic data capture and industrial automation markets, launches its new range of mobile computers – the Memor™ 12 and 17. These devices combine the lightness and ease of use of a consumer smartphone with the ruggedness and high performance of an enterprise terminal, redefining the standards of B2B mobility. The Memor 12 and 17 enable operators to interact with devices instantly and flexibly, optimizing workflows and responding to customer needs in real time.

“The retail and logistics industry is evolving rapidly, and the need for reliable, intuitive, and sustainable technology tools is greater than ever,” says Rosario Casillo, Datalogic General Manager of Mobile & Solutions Business Unit. “With the Memor 12-17, Datalogic continues to drive innovation, offering a solution that combines practicality, robustness, and advanced connectivity to best support front-line workers.”

In an increasingly competitive market, speed and efficiency are essential. The Memor 12 and 17 support next-generation 5G and Wi-Fi 6E connectivity, while the multi-side NFC reader enables contactless payments directly on the device, making transactions simpler and more seamless. This innovation enhances efficiency at points of sale and accelerates deliveries in the logistics sector.

Sustainability is a fundamental pillar of Datalogic's strategy, as the company is committed to reducing its environmental impact through innovative solutions and eco-friendly materials. To this end, Datalogic has adopted fully recycled and recyclable packaging across its entire range of products and accessories, minimizing container volume and waste to lower the environmental footprint associated with transportation and shipping. The advanced power management technology extends battery life by 20%, optimizing the company's energy consumption.

The new Memor 12 and 17 range is built to last, reducing environmental impact thanks to durable materials, a design that minimizes obsolescence, and wireless charging that eliminates connector wear and tear, reducing the need for repairs. The support and after-sales service provided by the Ease of Care service packages offer the most extensive coverage on the market, further extending the device's lifespan.