

# AV7000 12K: REDEFINING LOGISTICS LEADERSHIP IN ULTRA-HIGH DEFINITION

Building on the success of the AV7000 8K, Datalogic elevates innovation with the AV7000 12K linear camera—an ultra-high-resolution powerhouse redefining 1D and 2D barcode reading. This cutting-edge device sets new speed and performance standards, reinforcing Datalogic's 40-year leadership in logistics traceability.

Bologna, Italy – March 25, 2025 – Datalogic, a global leader in automatic data capture and industrial automation markets, proudly announces the launch of the AV7000 12K, the most powerful linear camera barcode reader designed to push the boundaries of track-and-trace sortation solutions. This latest addition to the AV7000 product family builds upon the groundbreaking performance of the AV7000 8K, introducing a new 12K sensor to meet the ever-evolving demands of logistics and material handling industries.

With conveyor speeds reaching up to 3.5 m/s, today's logistics landscape requires unparalleled efficiency and precision. The AV7000 12K Ultra High-Definition imaging sensor is engineered to handle high-density barcodes on closely packed smaller items, making it the ideal solution for wide-belt applications up to 1,600 mm. From Optical Character Recognition (OCR) to HazMat identification and cell inspection, this high-performance linear imager goes beyond the barcode and delivers superior image quality and accuracy.

Every model in the AV7000 family provides 360-degree high-speed package intelligence, making it an essential component for conveyor, tilt tray, and cross-belt sortation systems. Equipped with a high-sensitivity sensor and patented lighting technology, the AV7000 12K captures crisp, high-definition images from one to six sides at full speed. Furthermore, its next-generation decoding algorithm allows for seamless reading of poor-quality codes, ensuring smooth operations even in stop-and-go conveyor conditions that cannot be achieved by any other camera on the market.

Datalogic's patented PLS technology reduces the footprint of reading stations by 50%, optimizing space utilization in high-volume distribution centers. Additionally, the AV7000 12K integrates patented digital zoom technology, guaranteeing constant DPI resolution across different package sizes, while multiple format image saving allows for exporting images in full definition or compressed formats. The system also features a browser-based interface, ensuring compatibility with all OS and hardware platforms.

Designed to meet the needs of the world's largest Courier, Express, and Parcel (CEP) providers, the AV7000 12K enables businesses to optimize material handling with unrivaled efficiency, accuracy, and operational resilience. Its redundant architecture eliminates single points of failure, ensuring fail-safe operations for continuous, high-speed processing in logistics and warehouse environments.

Datalogic pushes the boundaries of innovation once again with the AV7000 12K—an unstoppable force in modern logistics that vastly outperforms the competition! Engineered with cutting-edge

imaging technology and unparalleled performance, this next-generation powerhouse shatters industry limits, redefining efficiency and precision. In a world where speed and accuracy mean everything, the AV7000 12K gives logistics businesses the ultimate competitive edge.

Ultra-High Definition. Ultra-Fast Traceability.