



**IS OUR EXPERTISE  
THAT MAKES YOUR WORK  
EASIER**

# WHAT IS DATASENSING?

DATASENSING is DATALOGIC Sensor & Safety - Machine Vision business unit and M.D. MICRO DETECTORS



## DATALOGIC GROUP

is a global leader in barcode and auto-ID, with total revenues for more than 600 mi. € in year 2021 and 2826 employees in 28 countries (56% EMEA, 26% APAC, 18% Americas), 1200+ patents, 500 engineers in 11 R&D centers and 3 DL Labs, 10 manu-facturing and repair facilities

## DATALOGIC S&S-MV

business unit specialized in Sensor & Safety and Machine Vision accounted for approx. 48 mi. € in 2021

## M.D. MICRO DETECTORS

merged in March 2021 and specialized in sensors development and production, contributed with additional 30 mi. €

OUR COMPANY



# 50 YEARS INTO THE FUTURE

DATASENSING is made of two companies with 50 years of experience each, making the history of sensors



1971

M.D. Micro Detectors (formerly DIELL) is founded by Paolo Iori in Modena, Italy, specializing in sensors technology development and production

1972

DATALOGIC is established by Romano Volta in Bologna, Italy, for automation controls development, becoming leader in sensors and then barcode readers at global level

2022

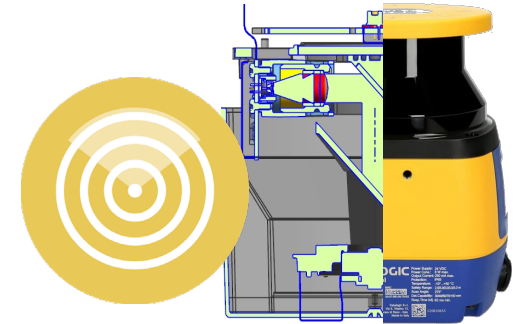
DATALOGIC Sensor & Safety and Machine Vision Business Unit and M.D. Micro Detectors are merged into DATASENSING, to create the main Italian pole for sensors development, production and sales

OUR EVOLUTION



# EXPERIENCE AND INNOVATION

DATASENSING is developing, manufacturing and supplying Machine Vision, Sensor and Safety



## RESEARCH & DEVELOPMENT

### 2 R&D CENTERS

in Bologna and Modena, Italy, with 65 engineers

### 4 PRODUCTION SITES

in Italy (Modena and Teramo), China, Hungary, with around 350 employees, automated manufacturing and test lines

### MORE THAN 100 PATENTS

protect Datasensing's products, covering machine vision, deep learning, sensor ASIC, safety laser scanning, interfaces, etc.

### ISO 9001

Quality management system, and pending ISO 45001 (in 2022), ISO 14001 (in 2023)

### 4 DISTRIBUTION CENTERS

in Italy, Hungary, China, and US logistics facilities

OUR EXPERTISE





# WIDE PRODUCT RANGE

DATASENSING is 222 product lines and more than 22500 standard and custom part numbers



## VISION – SENSOR – SAFETY

### MACHINE VISION

powerful and easy to use smart cameras, industrial cameras, industrial vision processors, software and accessories

### SENSOR

smart and standard sensors based on photoelectric, inductive, capacitive, ultrasonic, customized technologies, accessories

### SAFETY

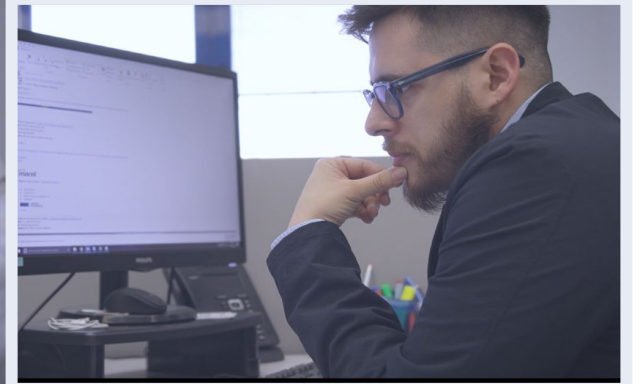
advanced light curtains, laser scanners, control units, accessories, including guidance and measurement lidar and encoders

OUR PRODUCTS



# EXTRAORDINARY PEOPLE

High technology and many products... but it is our people who make the difference



# SERVICE & SUPPORT

## ENTHUSIASM & TEAMWORK

the experience of veteran employees is combined with the enthusiasm and fresh ideas of new talents, that we accompany in their professional growth

## EASY TO WORK WITH

processes and working environments are designed to put people at ease, to foster their creativity and good relations with internal and external customers

## CUSTOMER ORIENTED

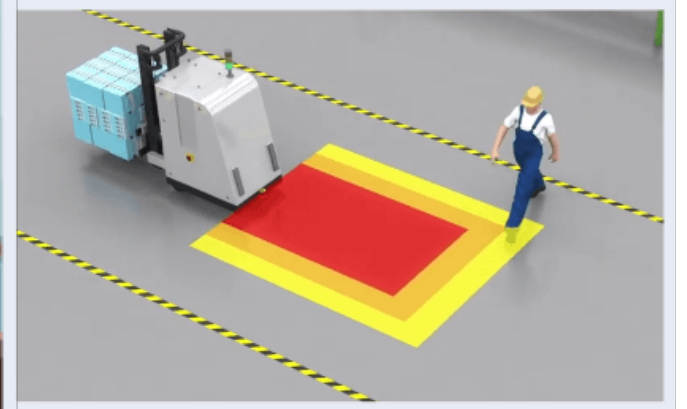
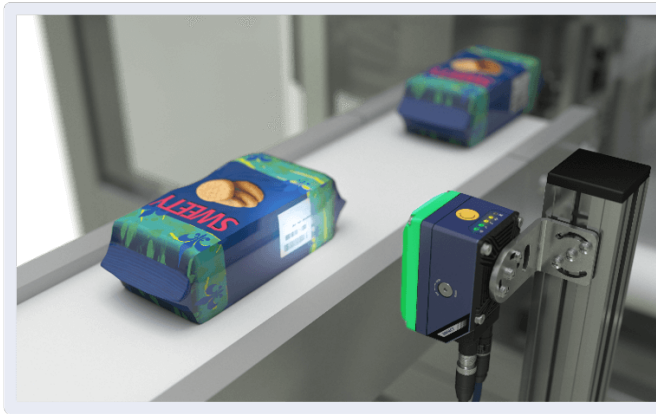
the activity of the people is oriented to the customer satisfaction, from the identification of the needs to the solution, from the order receipt to the commissioning

OUR PASSION



# VALUE PROPOSITION

DATASENSING is easing automation challenges: machine vision deep learning, sensors & safety



## INSPECT - DETECT - PROTECT

### THE QUALITY

easing machine vision applications in assembling and quality inspection tasks with deep learning algorithms

### THE PRESENCE

easing object presence detection and transition to Industry 4.0, connecting sensors to MES and ERP with IO-Link and Fieldbus

### THE SAFETY

easing machine safeguarding, operator protection, AGV safety and navigation with Laser scanners and Lidars

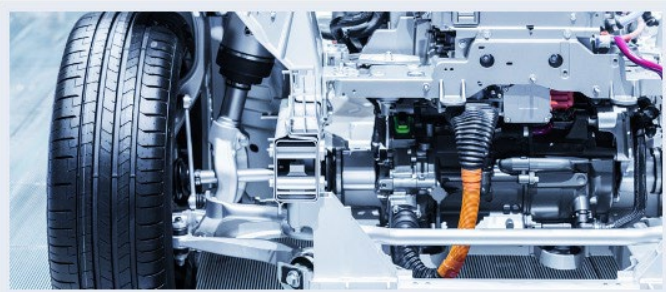
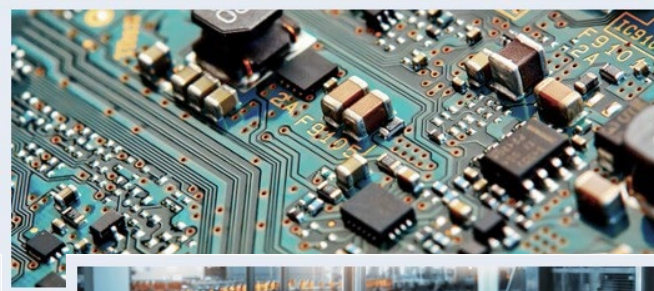
OUR COMMITMENT





# TARGET INDUSTRIES

DATASENSING is focused on industrial automation, from production to internal logistics of goods



## MANUFACTURING & LOGISTICS

### AUTOMOTIVE

manufacturing plants, 1st Tier automotive parts, System integrators, Robotics

### ELECTRONICS

large contractors, component manufacturers, electronics manufacturing automation (EMA)

### FOOD & BEVERAGE, PHARMA-HPC

processing & packaging machine, bottling lines, label print & apply

### GENERAL MANUFACTURING

ceramics & stones, metalworking, paper & printing, textile, woodworking, ...

### INTRALOGISTICS

AGV / AGF / AMR/ LGV, conveyor and sorting lines, palletizers, automated warehousing, ...

OUR MARKET







# GLOBAL PRESENCE





DATASENSING is present worldwide with HQ in Italy and main offices in Europe, China and US


 **DATASENSING HQ**  
Modena, Italy


 **DATASENSING FRANCE**  
ZA Courtaboeuf

 **DATASENSING HUNGARY**  
(production facility)


 **DATASENSING CHINA**  
Tianjin, PRC


 **DATASENSING LAB**  
Bologna, Italy (R&D)


 **DATASENSING DACH**  
Langen, Germany

 **DATASENSING US**  
Dallas, TX, USA

 More than **200 distributors**  
worldwide

 **DATASENSING IBÉRICA**  
Barcelona, Spain

 **DATASENSING NORDICS**  
Malmö, Sweden

 **DATASENSING / DL US**  
Eugene, OR, USA

OUR NETWORK



# SUSTAINABILITY

DATASENSING is sustainable with many Environmental, Social, and Governance (ESG) initiatives



## ENVIRONMENTAL

Datasensing is committed to manage and reduce the impact of products, production and logistics processes, along the entire lifecycle

## SOCIAL

Datasensing continually strives to develop a diffuse company culture and behaviour of fair and safe relationships with clients, suppliers, employees, and stakeholders

## GOVERNANCE

Datasensing is engaged to pursue value creation, business continuity, economic growth, with integrity and ethics in terms of anti-corruption, competition, tax practices



# VISION

*“Your top of mind partner to innovate sensing solutions for industrial automation”*



## OEM / END USERS

Datasensing is the right partner for machinery manufacturers, system integrators and end users, supplying standard and custom solutions

## DISTRIBUTORS

Datasensing offers a long experience and a proofed loyalty to distribution partners, supported by a win-win channel program and policy

## AUTOMATION MANUFACTURERS

Datasensing is supplying brand label products to all major international companies operating in industrial automation market

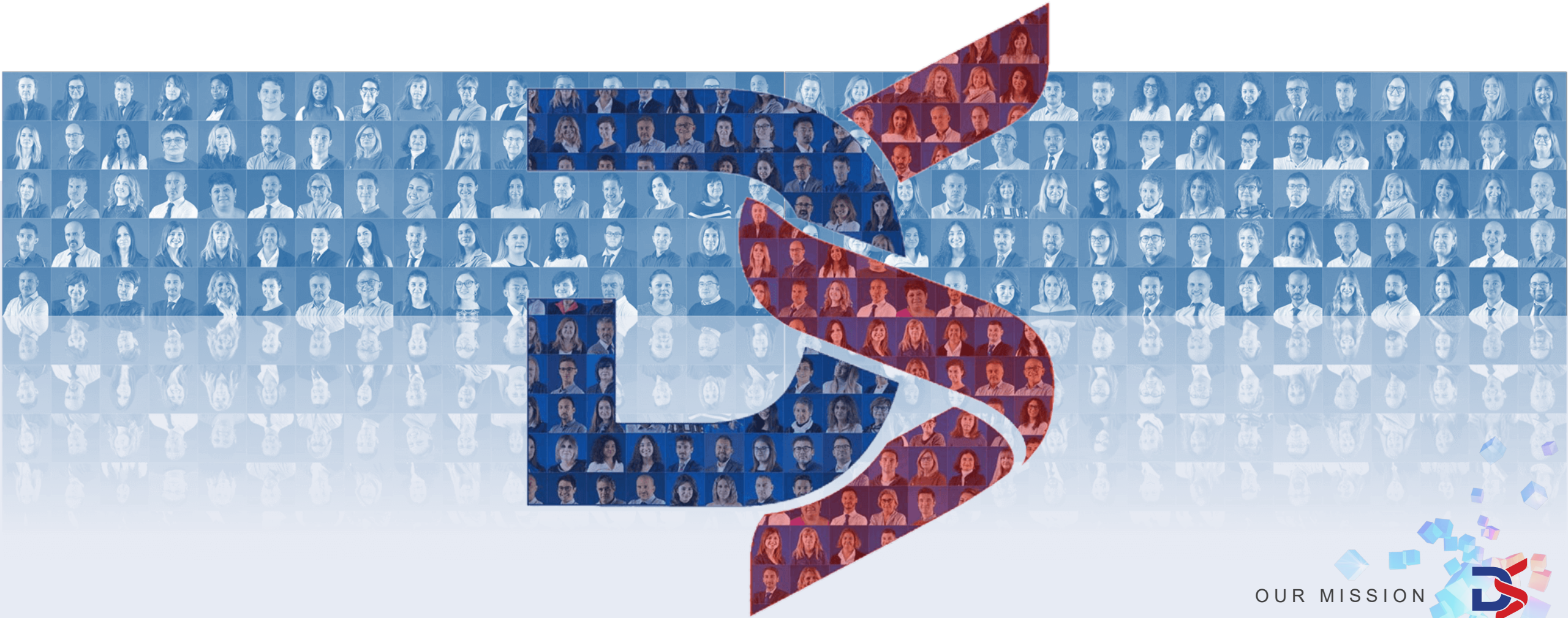
OUR VISION





# MISSION

*“To create added value through smart sensing solutions based on sustainable standard and custom products, developed with care and leading know how”*



# CONTACTS

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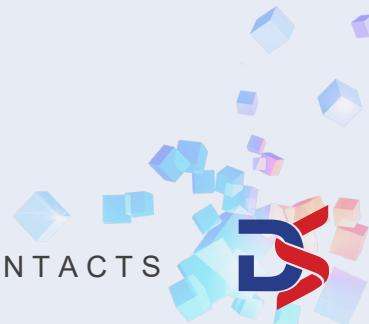
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# FOLLOW US



OUR CONTACTS







# THANK YOU

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