



**DATA SENSING**  
easing automation challenges

**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 manufacturing 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. €



# 50 YEARS INTO THE FUTURE

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

**DATALOGIC**  
OPTIC ELECTRONICS

**DATALOGIC**  
EMPOWER YOUR VISION  
S&S-MV business unit



1971

**1971**

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

1972

**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

**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



# 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



# 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

# 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, ...

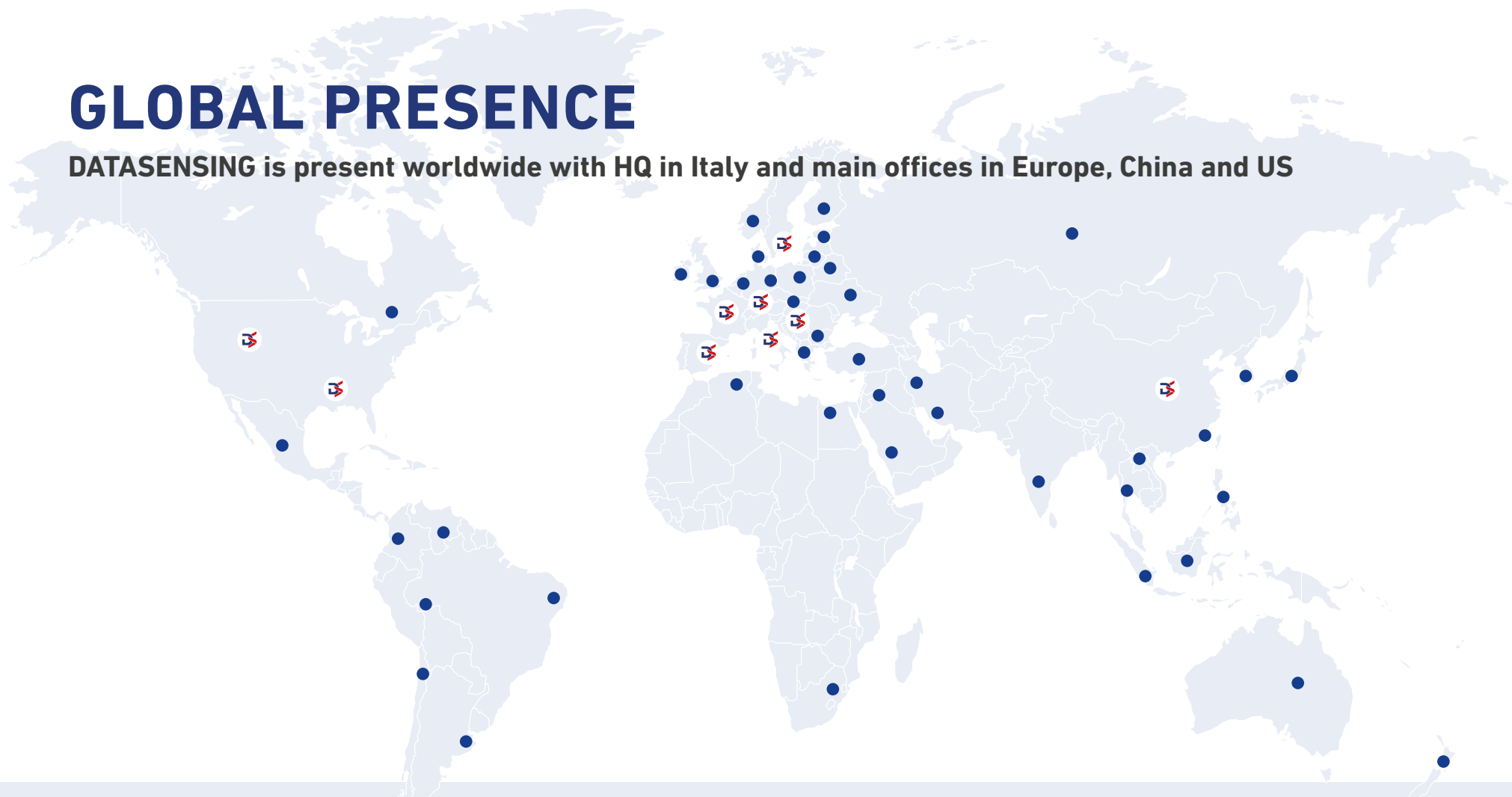
### **INTRALOGISTICS**


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




# GLOBAL PRESENCE


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




 **DATASENSING HQ**  
Modena, Italy

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


 **DATASENSING IBÉRICA**  
Barcelona, Spain


 **DATASENSING FRANCE**  
ZA Courtaboeuf

 **DATASENSING DACH**  
Langen, Germany

 **DATASENSING NORDICS**  
Malmö, Sweden

 **DATASENSING HUNGARY**  
(production facility)

 **DATASENSING US**  
Dallas, TX, USA

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

 **DATASENSING CHINA**  
Tianjin, PRC

 More than **200 distributors**  
worldwide



# 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





# 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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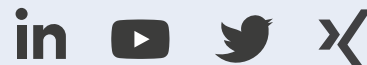
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