



**FOR IMMEDIATE RELEASE**

## **Cognex Launches DataMan 380 to Increase Throughput for Logistics and Manufacturing**

*Versatile new barcode reader uses AI and wide-area scanning to speed up production lines*

**NATICK, Mass. — Sept. 18, 2023** — Cognex Corporation (NASDAQ: CGNX), a world leader in industrial machine vision, introduced the DataMan® 380 fixed-mount barcode reader, which uses advanced optics and integrated AI to accelerate throughput across logistics and manufacturing applications.

The DataMan 380 is a versatile image-based barcode reader that uses a high-resolution imager to capture more codes in a single image for maximum traceability. This wide field of view simplifies deployment and operations, with one DataMan 380 outperforming an array of conventional readers.

During complex logistics processes, facilities are sometimes forced to compromise line speed for barcode reading accuracy. The DataMan 380 eliminates that tradeoff, thanks to decoding algorithms that use artificial intelligence to accelerate throughput by quickly locating and differentiating mixed symbologies.

“The DataMan 380 maximizes two critical aspects of barcode operations – throughput and read rates,” said Carl Gerst, Executive Vice President of Vision and ID Products. “Using AI to streamline 1D and 2D barcode reading enables faster lines and smaller gaps, so customers can get more products through their lines without missing a code.”

Broad scanning coverage and robust decoding make the DataMan 380 ideal for a wide range of logistics and manufacturing operations, such as reading codes during robotic pick-and-place applications, scanning packages on pallets, and reading barcodes on tires.

For more information, visit <http://www.cognex.com/dataman-380> or call 1-(855) 4-COGNEX.

### **About Cognex Corporation**

Cognex Corporation invents and commercializes technologies that address some of the most critical manufacturing and distribution challenges. We are a leading global provider of machine vision products and solutions that improve efficiency and quality in high-growth-potential businesses across attractive industrial end markets. Our solutions blend physical products and



software to capture and analyze visual information, allowing for the automation of manufacturing and distribution tasks for customers worldwide. Machine vision products are used to automate the manufacturing or distribution and tracking of discrete items, such as mobile phones, electric vehicle batteries and e-commerce packages, by locating, identifying, inspecting, and measuring them. Machine vision is important for applications in which human vision is inadequate to meet requirements for size, accuracy, or speed, or in instances where substantial cost savings or quality improvements are maintained.

Cognex is the world's leader in the machine vision industry, having shipped more than 4 million image-based products, representing over \$10 billion in cumulative revenue, since the company's founding in 1981. Headquartered in Natick, Massachusetts, USA, Cognex has offices and distributors located throughout the Americas, Europe, and Asia. For details, visit [cognex.com](http://cognex.com).

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